

LIFE

IN THIS ISSUE

"MY STORY"

BY

JOE LOUIS



HELENA CARTER

NOVEMBER 8, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



*Look for this label... it identifies
the finest woolens in the world*



DISTRIBUTED BY AMALGAMATED TEXTILES LTD.
61 MADISON AVENUE, NEW YORK 10, N.Y.

"Dentists say the IPANA way works!"

Tex and Jinx, of radio fame, show how it can work for you, too



"With television coming along," says Jinx Falkenburg (Mrs. Tex McCrary) of NBC's famous "Tex and Jinx" radio team, "we've got to brush up on our camera smiles! So Tex and I follow the *Ipana* way to brighter teeth and healthier gums. *Because dentists say it works!*" This professionally approved Ipana dental care can work for you, too — like this . . .



Here's the *Ipana* way that dentists say works! Jinx demonstrates, while Tex and young Paddy wait their turn. It's so pleasant—and easy as 1, 2:

1. Between regular visits to your dentist, brush all teeth surfaces with Ipana at least twice a day.
2. Then massage gums gently as your dentist advises—to stimulate gum circulation. (Ipana's unique formula actually helps stimulate your gums—you can *feel* the invigorating tingle!)

Just do this regularly for healthier gums, brighter teeth—an *Ipana* smile. Ipana's extra-refreshing flavor leaves your mouth fresher, your breath cleaner, too. Ask your dentist about Ipana and massage. See what it can do for you!

YES, 8 OUT OF 10 DENTISTS* SAY...

Ipana dental care promotes

**Latest national poll*

Healthier gums, brighter teeth



Product of Bristol-Myers

P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the *twist* in the handle. 1000 dentists helped design it!

This One

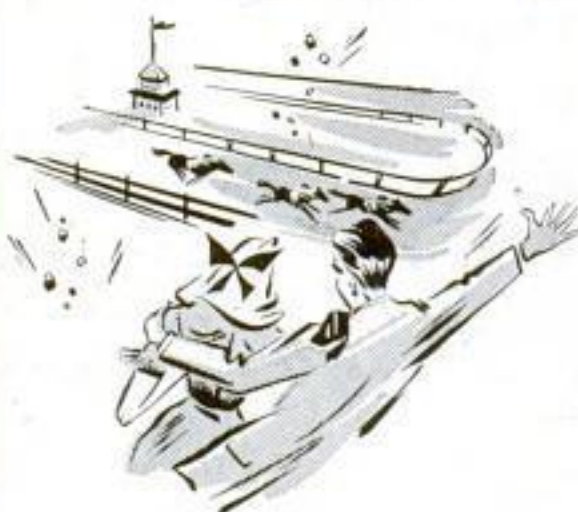


9PKG-XFS-ZD28

at 10 a.m.
...hired!



at 1 p.m.
...dated!



at 6 p.m.
...dined!



at 9 p.m.
...what now, little
girl, what now!



BUT later (much later)
...they just couldn't
say goodnight!...



MEMO

HARRY M. POPKIN presents

LARAINÉ DAY
KIRK DOUGLAS
KEENAN WYNN
HELEN WALKER
in

**'My Dear
Secretary'**

The funniest
100 minutes
on film!



Now you can
see what really
happens when
the boss is
"in conference!"



with RUDY VALLEE · FLORENCE BATES · ALAN MOWBRAY

GALE ROBBINS · IRENE RYAN · GRADY SUTTON · Produced by LEO C. POPKIN

Written and Directed by CHARLES MARTIN · A Harry M. Popkin Production · Released thru United Artists



Good Service Depends on Good Earnings

There is still much to be done to make the Bell System big enough for the nation's needs. It will take a lot of money.

This money cannot come out of the rates you pay for service. It must come from investors.

They are the hundreds of thousands of everyday people in all walks of life whose confidence in the integrity

and earning-power of the Bell System encourages them to invest their savings in the business.

Reasonable earnings will continue to attract the additional capital needed. And that in turn will provide the new and improved facilities that will benefit everybody who uses the telephone.

Earnings that are too low are not in the best interests of anybody and can

only result in the long run in deterioration of a vital service.

The Bell System does not ask that it be allowed to earn one penny more than is required to do the job.

It asks only what most people and most regulatory bodies agree is fair and just . . . a reasonable return to the many men and women all over America whose savings have built the telephone business.

BELL TELEPHONE SYSTEM





FAR MORE LIGHT! FAR LONGER LIFE!

SYLVANIA FLUORESCENT LAMPS outshine and outlast all other previous lamps of their kind!

Once again, Sylvania scores another resounding **FIRST!** Sylvania engineers have, at one stride, designed a lamp that gives *both* far greater brightness *and* far, far longer life! Yes, these great new Sylvania lamps place the tag of "old fashioned" upon all previously-made fluorescent lamps! Write us for the full story of the finest fluorescent lamps made. Sylvania Electric Products Inc., 500 Fifth Avenue, New York 18, N. Y.

NEW! "WARMTONE"
first fluorescent lamp with
the familiar color tone of a
regular electric light bulb!

Now, you can enjoy modern, thrifty, Sylvania fluorescent in the rich shade of light you like and are used to.



AT HOME. "WARMTONE" is flattering to flesh tones, kind to colors. Complexions look softer, furnishings richer, food appears more appetizing — under its warm light.



IN STORES. Merchandise displayed under "WARMTONE" will look the same at home because "WARMTONE" lights with the color tones that light your house.

BEST LIGHT IN SIGHT!

SYLVANIA

LIGHT BULBS



Switch now to Sylvania quality light bulbs. There are no finer light bulbs made. Available in all popular sizes. Priced no higher than the ordinary kind. Sylvania bulbs are on sale at better stores in your neighborhood.

FLUORESCENT FIXTURES, DEVICES FOR EVERY USE



RESIDENTIAL FIXTURES for every decorative and practical use. They combine good looks, good taste, best light, extra service. Also a complete line of commercial and industrial fixtures.



SYLVANIA COP STARTER is an automatic cut-out type fluorescent lamp starter. It insures fast starting, greater lamp life and prevents flickering of lamp, as well as damage to ballast.

SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS; PHOTOLAMPS; RADIO TUBES; TELEVISION TUBES; ELECTRONIC DEVICES

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—and with the informative descriptions about the painter and his work that come with each reproduction, it is like being conducted through that Museum, whenever you feel the urge, by someone who can point out the beauties and the significance of the great paintings of the world. The most treasured examples of Art are included.

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Renoir • Gauguin • Corot
Picasso • Rouault • Van Gogh
Daumier • Degas • Matisse

AND MANY, MANY OTHERS



HOW THIS OFFER CAN BE MADE: For many years, the Book-of-the-Month Club NEWS has included in every issue a reproduction in full color of a world-famous painting. Hundreds of high schools and colleges have come to use these beautiful reproductions in their art classes, and many thousands of people over the country, we find, have been

collecting them. Over the years the highly expensive full-color plates, necessary for such fine reproduction, have accumulated one by one and—with the recent addition of many of the famous German-owned masterpieces now being exhibited—by printing them all together in one large edition, this extraordinary gift to new members has been made possible.

You buy many Club selections ANYWAY—why not get those you want from the Club, often PAY LESS, and share in the Club's book-dividends which totalled over \$30,000,000 in the past two years

As a member of the Book-of-the-Month Club you pay only for the particular books you decide to take. You may take as few as four selections in any twelve-month period.

You receive a careful pre-publication report about each selection. If you decide you want it, you need do nothing; it will come to you on a regular shipping date. If you don't want it, you may either specify any other book you want, or simply write, "Send me nothing next month."

The amount you pay for the Book-of-the-Month is the regular retail price set by the publisher in each case, frequently less. Notice, in the coupon,

that the members' price is substantially lower in four out of six cases. (A small charge is added to cover postage and other mailing expenses.) Yet with every second Book-of-the-Month you take, you receive—free—one of the Club's book-dividends. These are beautiful library volumes, sometimes two-or-three volume sets.

Since the books you take from the Club are only those you would buy anyway, the saving is extraordinary. We suggest you try it for a short time, and see how it works. You may begin your subscription by ordering any book listed in the coupon at the right.

NOTE TO PRESENT MEMBERS: If you would like to have *The Portfolio of 100 Full Color Masterpieces* under the Club's book-dividend system, write for information as to how to obtain it.

BOOK-OF-THE-MONTH CLUB, Inc.
385 Madison Avenue, New York 17, N. Y.

A2211

Please enroll me as a member of the Book-of-the-Month Club. * I am to receive, free, THE PORTFOLIO OF 100 FULL COLOR MASTERPIECES with the purchase of my first book indicated below, and thereafter for every two monthly selections—or Special Members' Editions—I purchase from the Club, I am to receive, free, the current book-dividend then being distributed. I agree to purchase at least four monthly selections—or Special Members' Editions—from the Club each full year I am a member, and I may cancel my subscription any time after buying four such books from the Club.

AS MY FIRST PURCHASE PLEASE SEND ME:

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by Winston Churchill
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| <input type="checkbox"/> CATALINA
by W. Somerset Maugham (\$3.00) | <input type="checkbox"/> THE RUNNING OF THE TIDE
by Esther Forbes
Price (to members only) \$3.25 |
| <input type="checkbox"/> TOMORROW WILL BE BETTER
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Author of A TREE GROWS
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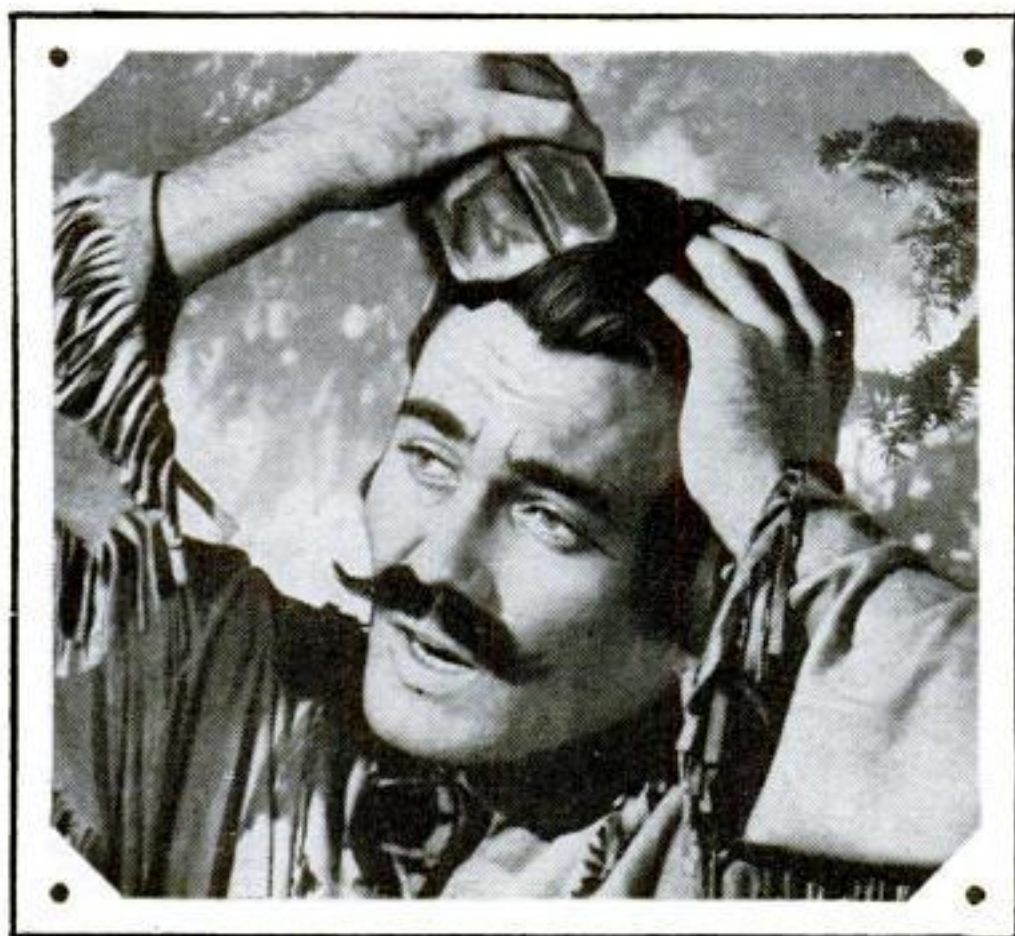
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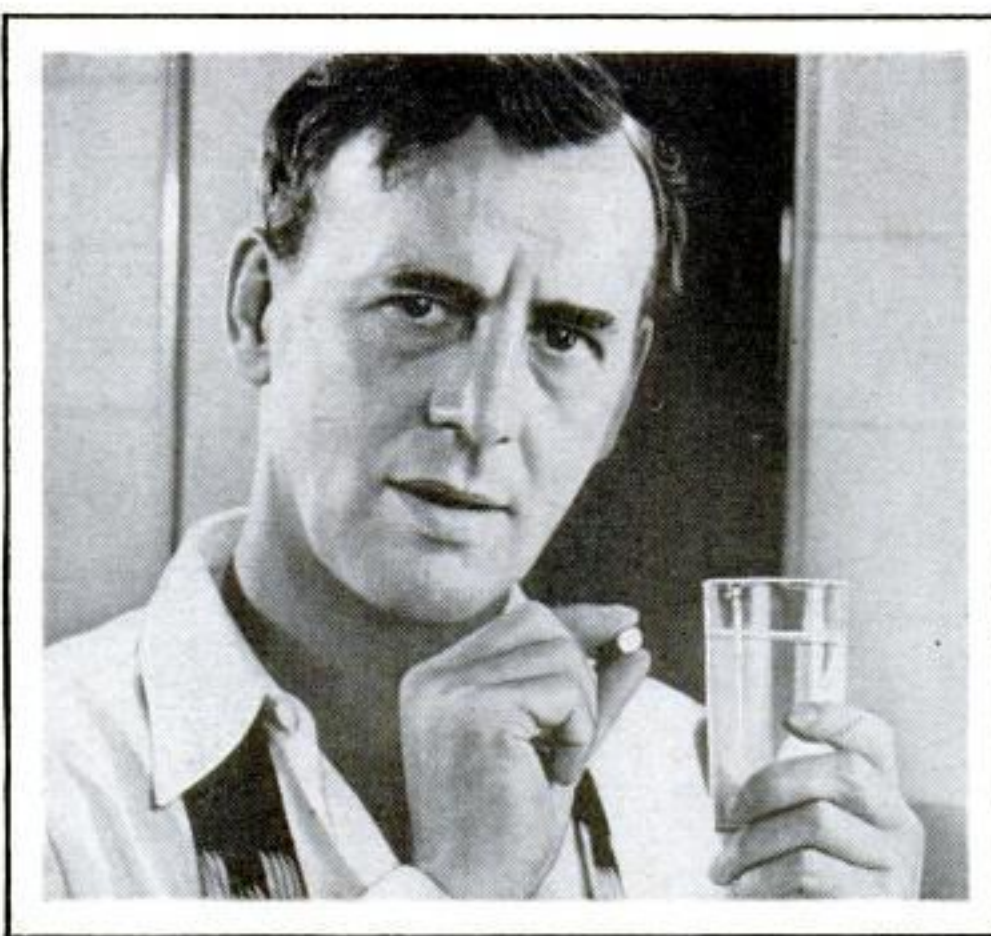
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Book prices are slightly higher in Canada, but the Club ships to Canadian members without any extra charge for duty, through Book-of-the-Month Club (Canada), Ltd.

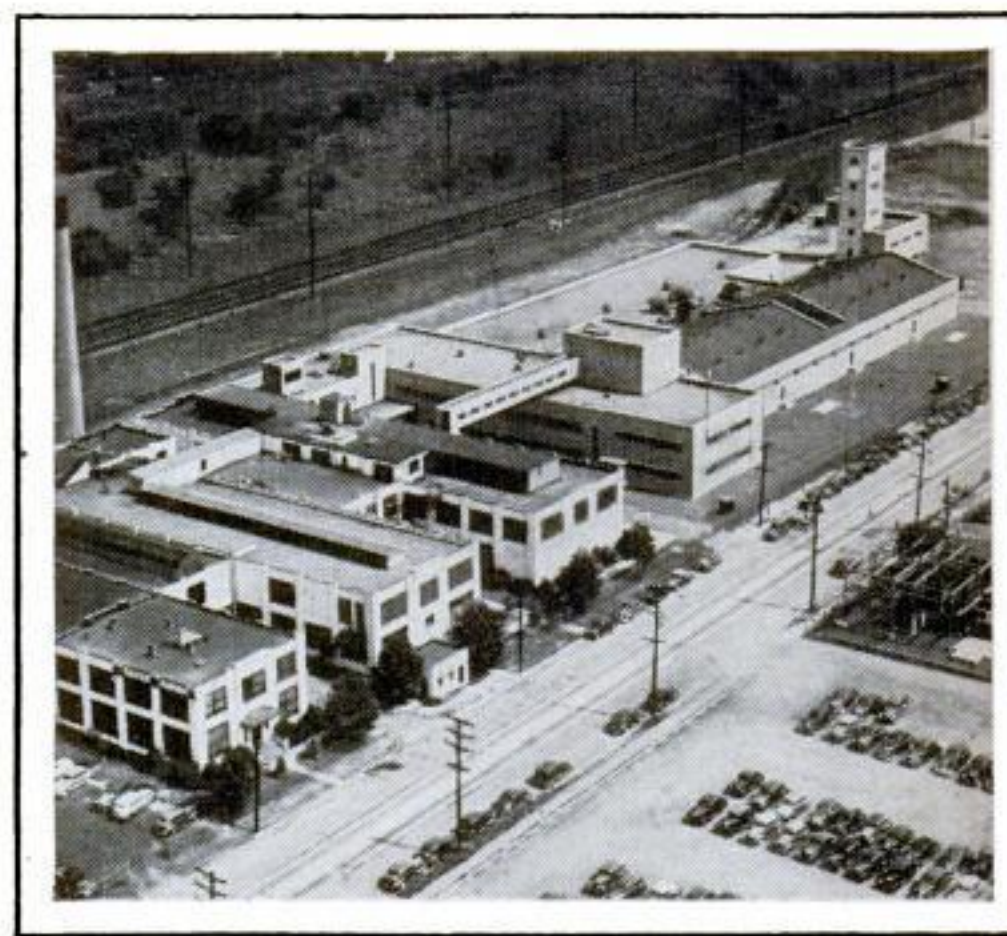
*Trade Mark of Book-of-the-Month Club, Inc.



REMINISCENT OF witchcraft were some of the methods employed to relieve headaches back in pre-Aspirin days. One such senseless method involved massaging the temple with the hoof of a female elk. Also used were costly, often objectionable drugs. Dependable relief at reasonable cost was unknown until 1898, when Bayer discovered Aspirin.



TODAY, THE son of the man in first picture relies on no silly superstitions to ease pain. During the short space of his lifetime, people everywhere have found that getting relief from simple pain is as simple as taking Bayer Aspirin. And it can be taken with confidence, for its record of use by millions of normal people, without ill effect, is unmatched.



THIS IS the new Bayer plant in Trenton, N. J. Its wealth of scientific equipment embodies all of the newest advances in pharmaceutical engineering. Here is made the tablet stamped with the famous Bayer cross—the tablet whose single active ingredient is so gentle to the system that mothers give it even to small children on their doctors' advice.

ASPIRIN

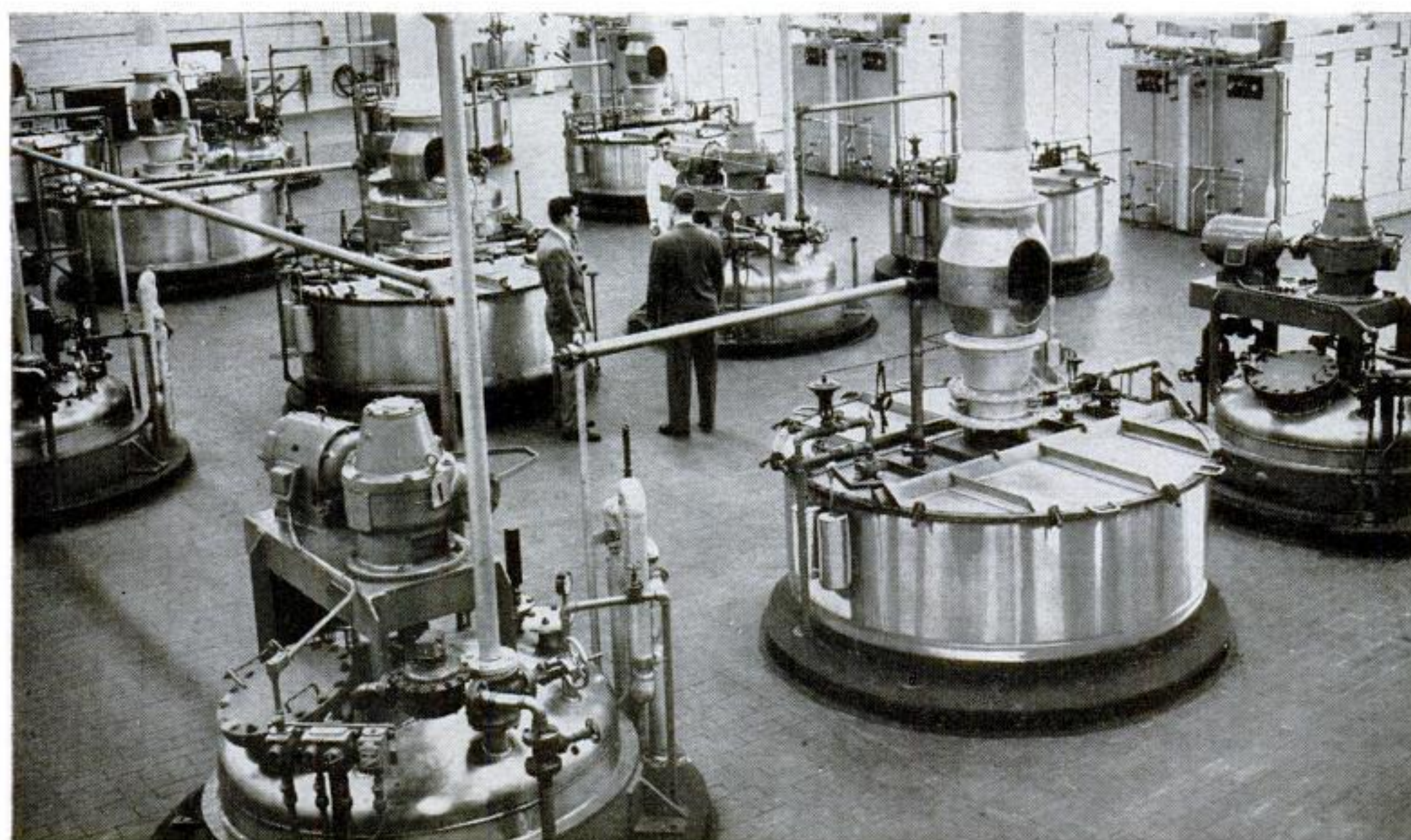
Bayer discovery in 1898 was hailed by thousands as magic—and for good reason

Arch-enemy of mankind since the beginning of time has been pain. Even as recently as the 1890's, there was nothing at all simple about getting relief from simple headache. Men and women not only practised foolish, ignorant superstitions in an effort to ease their suffering, but used costly drugs as well—drugs which frequently caused such discomfort that the "cure" was far worse than the original pain.

As a result, when Bayer discovered Aspirin in 1898—and made effective, dependable pain relief available to all—thousands acclaimed it as magic.

Today this magic for mankind is mass-produced in the magnificent new Bayer plant pictured above. And no drug—not even penicillin or the sulfas, for example—is produced under any better, any stricter, any more scientific methods of manufacture than genuine Bayer Aspirin.

Because of the painstaking care and the costly processes used in its making, genuine Bayer Aspirin is a product of unfailing uniformity and unsurpassed quality—an outstanding product that enjoys a public confidence that has few equals in medical history.



THROUGH EVERY step of its manufacture, from pharmaceutically accepted raw materials to finished product, Bayer Aspirin is under Bayer's sole control. Symbolic of the scrupulous care that stands behind every Bayer Aspirin tablet is the battery of stainless steel kettles and filters pic-

tured above. In this equipment Bayer makes its own aspirin powder. This is done because years of experience have shown Bayer that its custom-made aspirin powder produces tablets of maximum uniformity. And such uniformity is of vital importance to fast, dependable pain relief.



FROM receipt of raw materials to final packaging, Bayer Aspirin is tested and re-tested, inspected and re-inspected a total of 93 times. Above is laboratory version of Bayer's glass-of-water test. Made regularly, it checks Bayer Aspirin's ability to be ready to go to work in two seconds.

When there's
BLOOD ON THE MOON
...death lurks in the shadows!



ROBERT MITCHUM
BARBARA BEL GEDDES
ROBERT PRESTON in

BLOOD ON THE MOON

with
WALTER BRENNAN • PHYLLIS THAXTER
FRANK FAYLEN • TOM TULLY

Executive Producer **SID ROGELL**
Produced by **THERON WARTH**
Directed by **ROBERT WISE**
Screen Play by **LILLIE HAYWARD**

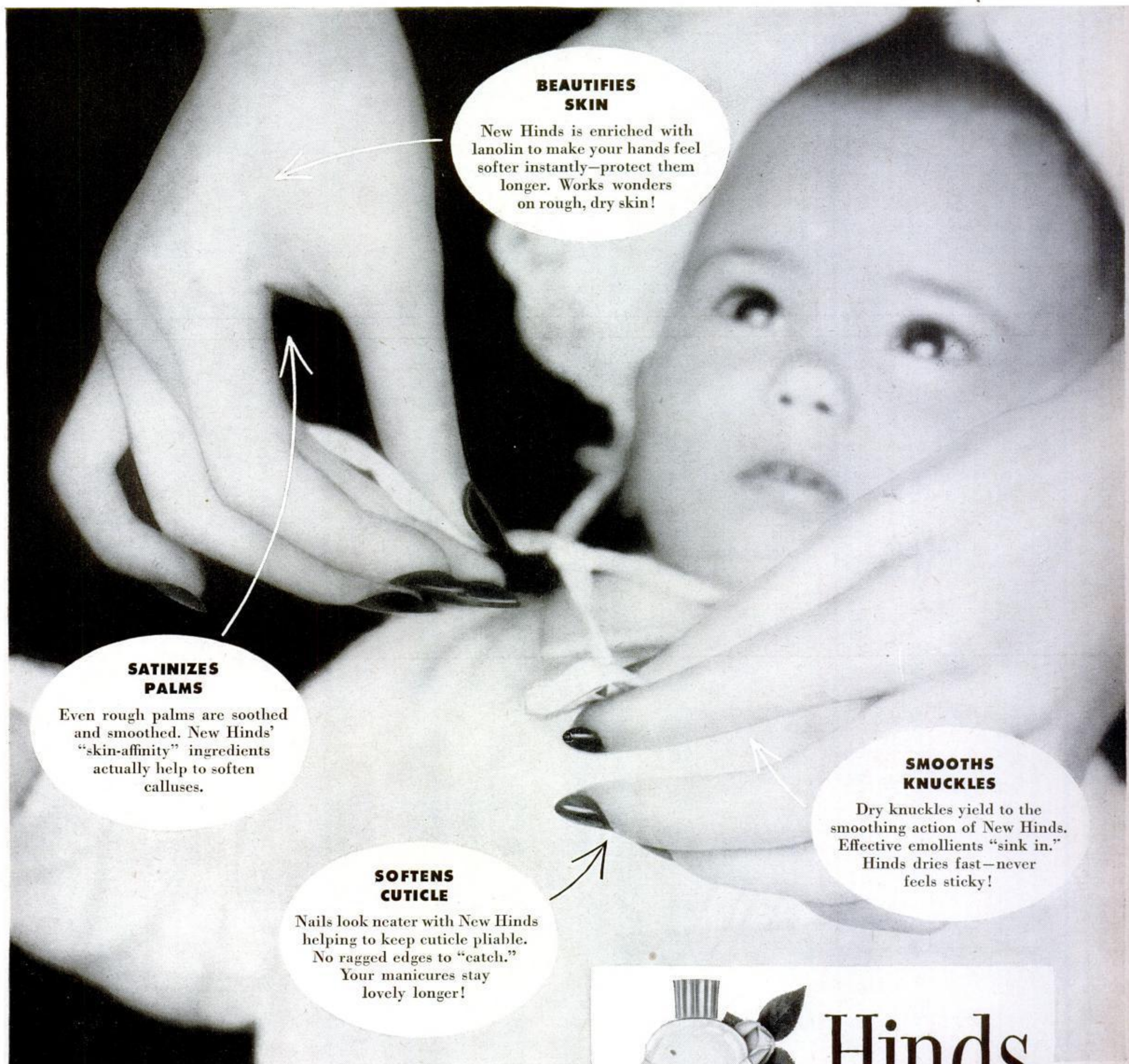
He met his
match—and
his fate—
in her arms!

Lusty, violent,
savage tale of
the deadliest
range war ever
to **EXPLODE**
on the screen!

Straight
from the
rip-roaring
pages of
the famous
Saturday
Evening Post
serial story
of blood
and thunder
in the old
West!



New lotion miracle brings out the beauty of your WHOLE HAND!



BEAUTIFIES SKIN
New Hinds is enriched with lanolin to make your hands feel softer instantly—protect them longer. Works wonders on rough, dry skin!

SATINIZES PALMS
Even rough palms are soothed and smoothed. New Hinds' "skin-affinity" ingredients actually help to soften calluses.

SMOOTHES KNUCKLES
Dry knuckles yield to the smoothing action of New Hinds. Effective emollients "sink in." Hinds dries fast—never feels sticky!

SOFTENS CUTICLE
Nails look neater with New Hinds helping to keep cuticle pliable. No ragged edges to "catch." Your manicures stay lovely longer!

WORKS WONDERS! Lanolin-enriched for *extra* effectiveness, New Hinds Honey and Almond Fragrance Cream keeps your *whole hand* feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms, legs . . . try it as a powder base. Use Hinds to help protect babies' and children's skin from chapping! 4 sizes, 10¢ to \$1.00.

COPR. 1948 LEHN & FINK PRODUCTS CORP.



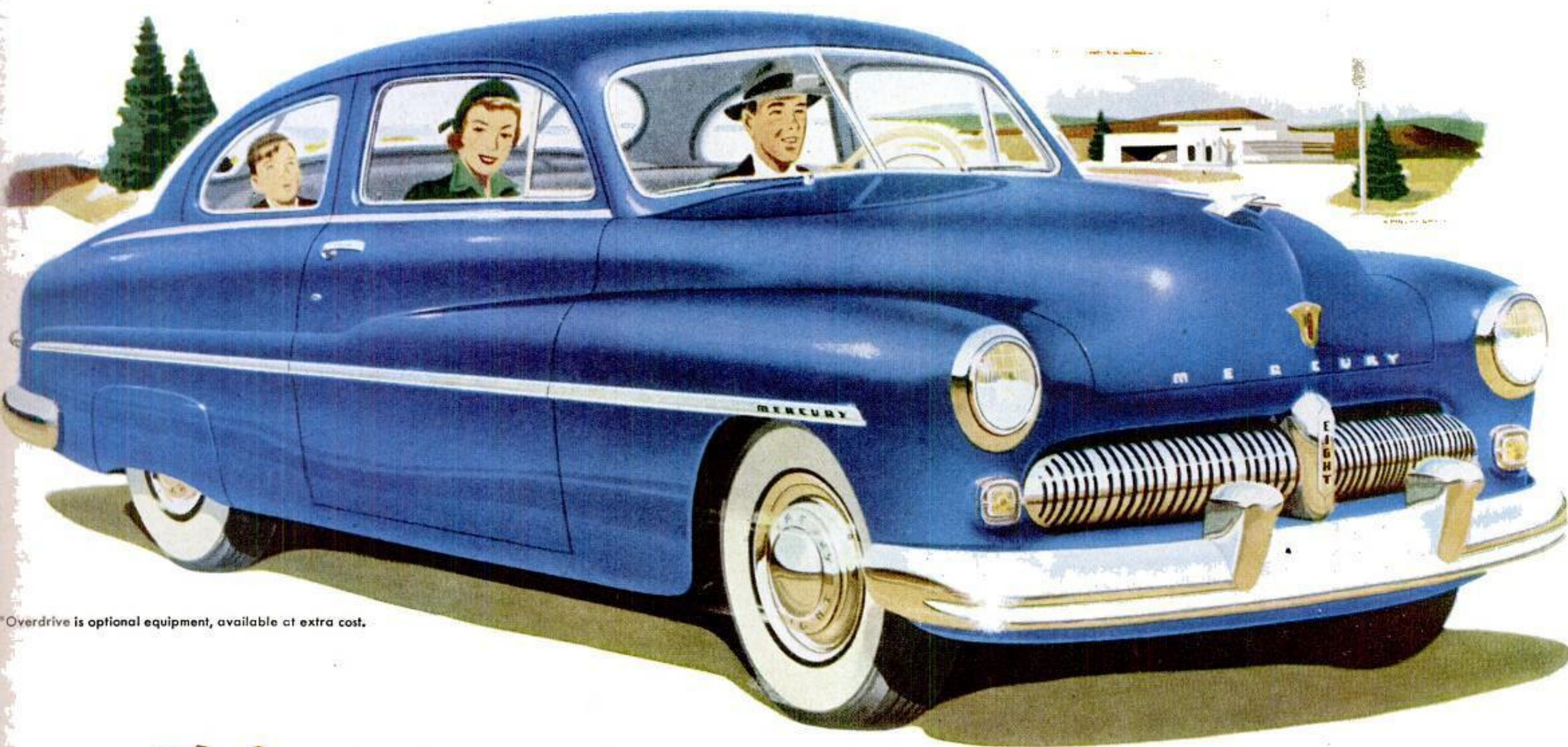
Hinds
Honey and Almond
Fragrance Cream

NOW IN NEW LARGER BEAUTY BOTTLE

"Thrifty? It's a miser on mileage!"

—THAT'S WHAT OWNERS SAY ABOUT THE POWERFUL NEW 1949 **MERCURY** ENGINE!

*You should read the reports about the surprising economy of **MERCURY'S** exclusive new engine...17, 18, 19 miles per gallon—and up—is not unusual! Even better mileage is claimed with overdrive*. And owners just can't get over the road-hugging **MERCURY'S** whirlwind "Get-up-and-go." They say it has the liveliest, smoothest, thriftiest power plant ever engineered for any car in its class. And it has!*



*Overdrive is optional equipment, available at extra cost.

Make your next car

MERCURY

MERCURY'S powerful new 8-cylinder, V-type engine is certainly in a class by itself. And so is everything else in Mercury!

The 1949 Mercury is all-new *all over*! You get all-new *springing*, an all-new "comfort zone" *ride*, all-new easier *steering*, all-new

"super safety" *brakes*, all-new broader, softer *seating*, increased *visibility*, too!

Yes, and Mercury gives you a handsome new body style distinctly Mercury's! See it—and you too will say: *It's Mercury for me!*

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY





BLOCKING, TACKLING, in the mud, on frozen ground—football players give their uniforms plenty of pounding. That's why light, tough, easy-to-clean nylon has its own cheering section. And how nylon wears—lasts through several football seasons!

news about NYLON



SNOW'S FUN for Junior—and Mother's happy, too, when his snowsuit's nylon! Warm, sturdy, long-wearing—strong when wet—light and comfortable—nylon fibers are just as hard to wear out as Junior.

Du Pont makes the nylon fibers used in the products shown. The manufacturers of these products use nylon because nylon products can have these outstanding properties:

- ✓ STRENGTH
- ✓ LIGHTNESS
- ✓ ELASTICITY
- ✓ TOUGHNESS
- ✓ LONG WEAR
- ✓ EASY WASHING
- ✓ FAST DRYING
- ✓ FLAME RESISTANCE
- ✓ RESISTANCE TO MOTHS AND PERSPIRATION
- ✓ CAN BE "SET" TO HOLD SHAPE

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

TO MANUFACTURERS: Are there textile fibers in your product? Then you'll want to read "Nylon Textile Fibers in Industry." Write for this important new book!

NEW! FREE book for women, teachers, students—"About Du Pont Nylon." Write to Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Del.



YOU TRAVEL LIGHT when you travel with nylon. Light, strong, nylon fabrics for luggage make bags easy to carry, cleanable, tough to scuff or rip. Good travel companions, hard knocks won't hurt their service record.



RIDE 'EM, COWBOY! Roping and tying put terrific strain on a lariat—but nylon can *take it*. Nylon "gives," takes a shock without snapping. Nylon is tough, elastic, not weakened by mildew or soil rot. Try Nylon.

IT'S DREAMSTUFF—sheer-but-strong nylon tulle. Hard to tear, but so light and lovely. Your gown keeps fresh and crisp all evening, because nylon can be "set" to hold shape. When a dress looks lovely longer, chances are it's nylon!



FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT

LETTERS TO THE EDITORS

THE PHILOSOPHY OF KARL MARX

Sirs:

The impractical communistic philosophy of Karl Marx (LIFE, Oct. 18) should awaken all communist-minded to the realization that Marx's ultimate objective "for the masses" can be achieved only by peaceful evolutionary methods, à la free speech and a free press—not in the dictatorial revolutionary fashion expounded by this intellectual atheist. Marx did not foresee a blessed democratic America nor the way in which scheming dictators could use his *Manifesto* as a cloak to conquer the world

Democratic America always stands ready to cooperate—Soviet Russia won't even conciliate.

L. H. ROTH

Montgomery, Ala.

Sirs:

It is my feeling that the author of the article by writing it, and LIFE by publishing it, helped the cause of communism in this country rather than discouraged it.

In all the many pages of the article the author does not succeed in driving home a single argument against the communistic theory. . . .

CHARLES MOLLER

Jackson Heights, N.Y.

Sirs:

As a native-born American I have been an exponent of Marxian philosophy for almost 50 years. In your article on Karl Marx the last line sums up that philosophy, "Not of bettering the existing society, but of founding a new one." . . .

As I see it, the only way to stop so-called "Communist aggression" is to prove Marxism a social lie.

JOHN W. MONETTE

San Anselmo, Calif.

Sirs:

In his article Hubert Kay in one short sentence lays his finger on what

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LIFE

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I enclose \$ _____. Please Bill Me ☐

My Name _____

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City _____ Zone _____ State _____

L-11-8

Mail to LIFE, 540 N. Michigan Ave., Chicago, Ill., or give to your newsdealer.

is the matter with the world today. Speaking of the Marxian so-called philosophy he says, "It allows disgruntled men to shift the blame for their failures to someone or something outside themselves."

The habit of blaming someone or something else for one's own troubles is the universal failing of our time. Perhaps that is the reason why so many favor the Communist "line."

I am almost 61. In my lifetime many people have caused me much trouble, all of whom, I have eventually discovered, were none other than myself. Peace of mind comes only to the individual who is first man or woman enough to accept the responsibility for his or her own acts.

Stop taking credit for your successes and blaming your failures on someone else . . .

GEORGE VAUX BACON

Hollywood, Calif.

Sirs:

You say U.S. workers are better off than in the days of Karl Marx. True, but how did they get that way? Answer: by strikes, strikes and more strikes.

GEORGE KAUFFMAN

Berkeley, Calif.

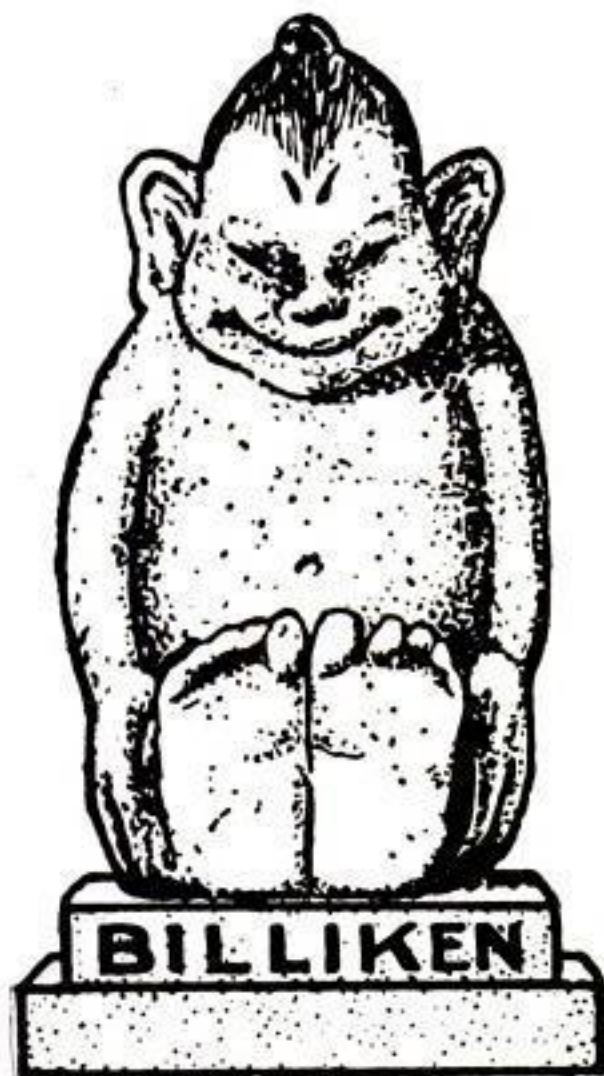
BILLIKENS

Sirs:

Speaking of shmooos (LIFE, Sept. 20), I wonder how many of your older readers will remember the "Billiken" craze before the First World War. I wish I had a picture of this little seated Chinese figure.

ARTHUR BLISS CONKWRIGHT

Palm Springs, Calif.



● Billiken, the "god of things as they ought to be," was indeed the shmoo of the year 1909. Billiken dolls sold for a dollar apiece. Blanche Ring sang *The Billiken Man* in a Broadway musical, and motorists carried Billikens to prevent smash-ups.—ED.

TOUCHBACK

Sirs:

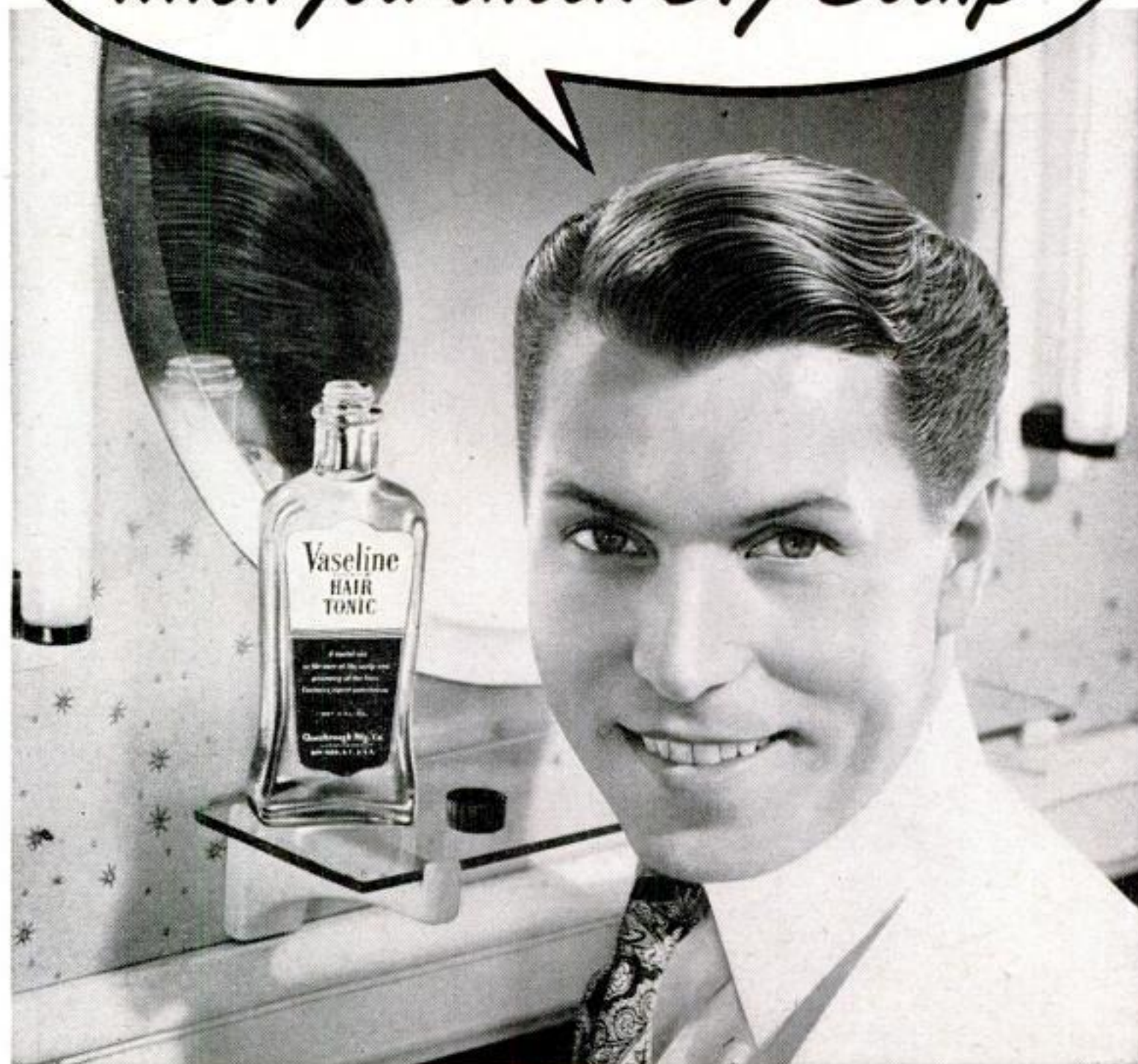
Picture of the Week (LIFE, Oct. 18) depicts two agonizing Holy Cross football players watching a punt roll across the goal line while they seem to stand paralyzed. Boner of the Week goes to the LIFE writer instead of to the footballers. It is against the rules to ground a ball inside the 10-yard line. Hence

oh-oh, Dry Scalp!



"... NO SALE! What an appropriate comment on his hair! It looks so dry and stringy . . . and filled with loose dandruff. Too bad . . . when it's so easy to check Dry Scalp with 'Vaseline' Hair Tonic. Hey! Why don't I give him a tip!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



WHY PUT UP with Dry Scalp when it's so simple to check with 'Vaseline' Hair Tonic? A few drops a day do the trick. Your hair regains its natural look . . . your scalp is no longer plagued by loose dandruff. 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It gives double care . . . to both scalp and hair . . . and it's economical, too.

Vaseline HAIR TONIC
TRADE MARK ®

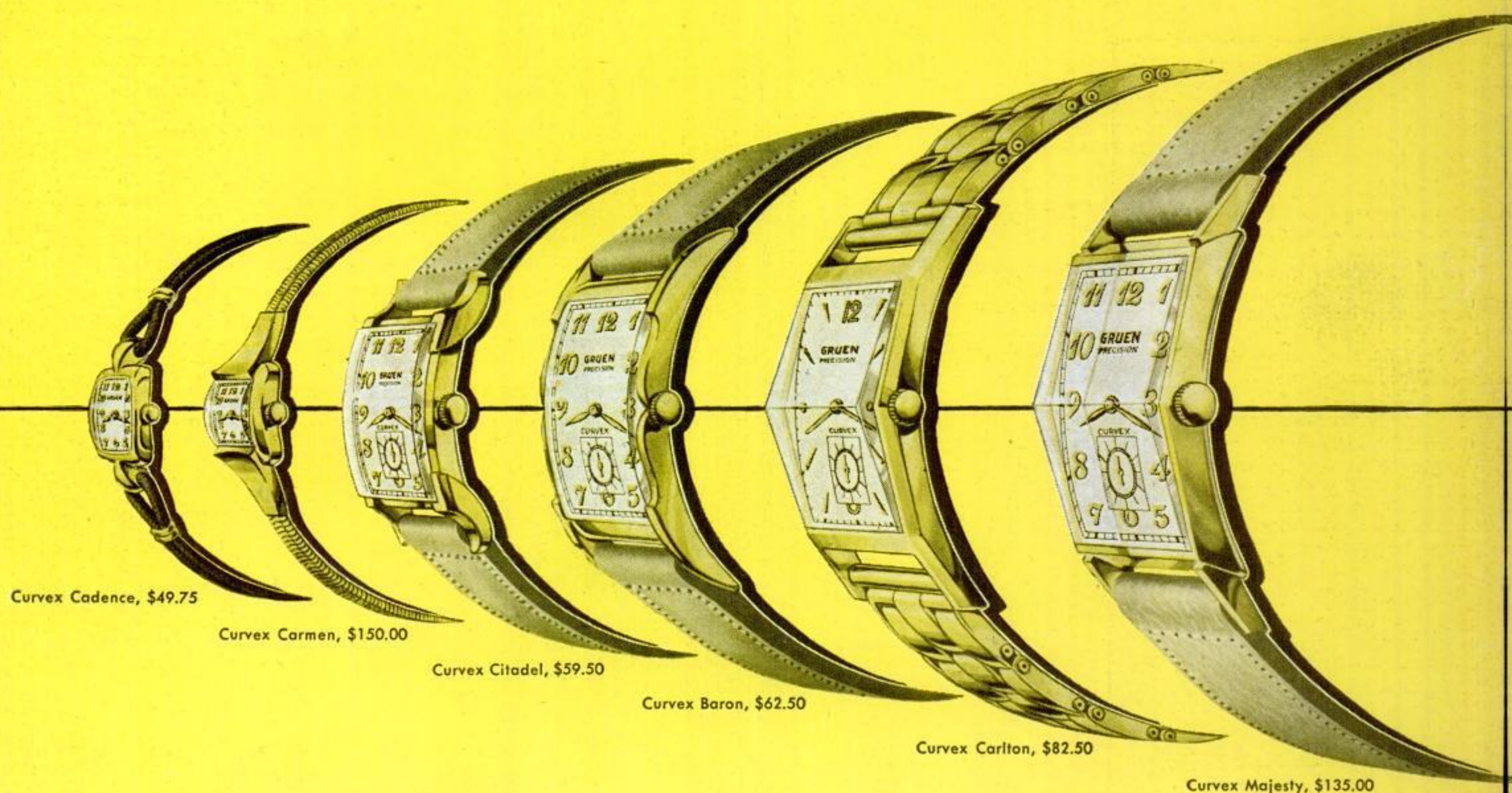
Look for the new green and white package—out now!

CONTINUED ON PAGE 14

It's new! It's revolutionary!

It's the century's most important
improvement in watchmaking

the **curvametric*** movement...
exclusive with **GRUEN CURVEX**



The world's only curved
watch movement, with larger, sturdier
parts for greater accuracy

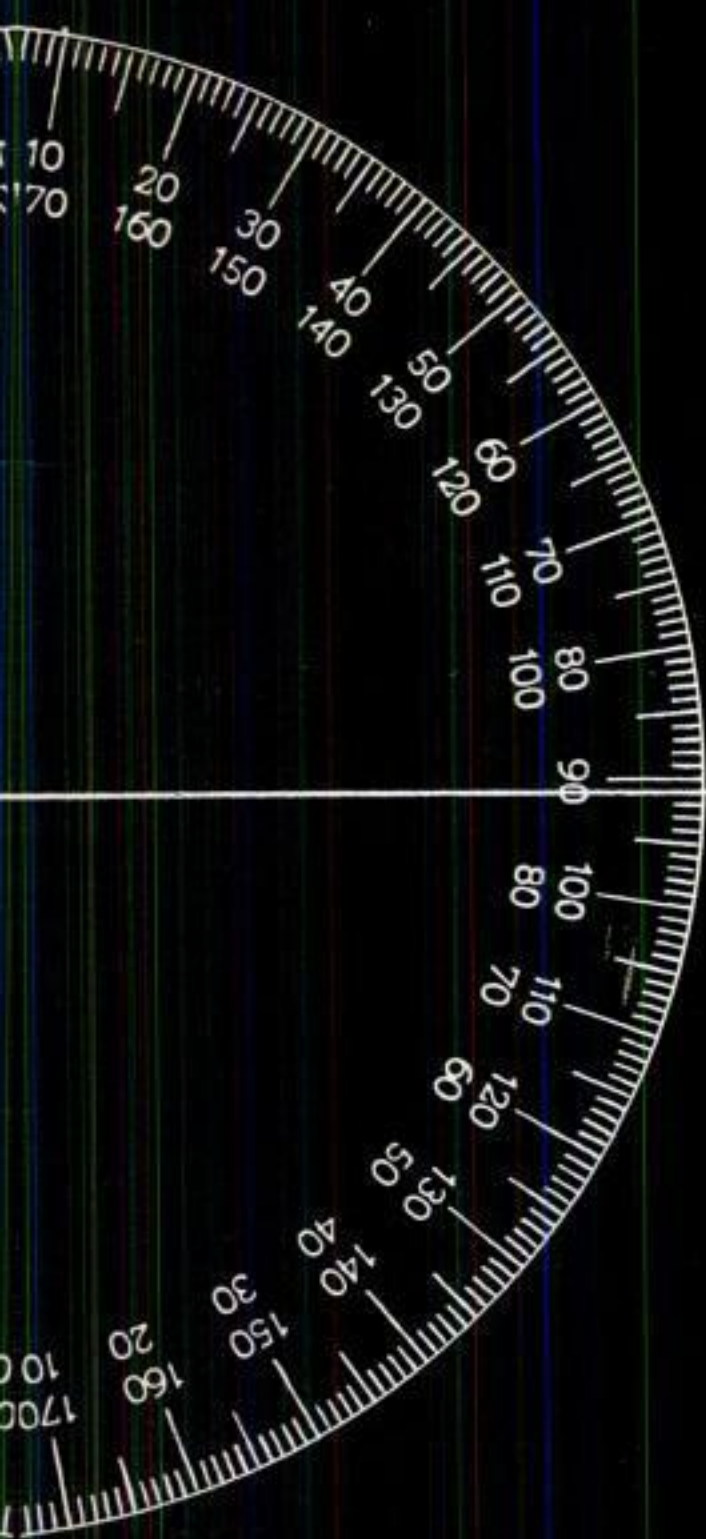
The new, patented Curvametric movement in Gruen Curvex* watches brilliantly solves the problem of how to put big-watch accuracy in the thinnest, most beautiful of curved watch cases. Watchmakers call the Curvametric movement "an engineering marvel." But you needn't be a watchmaker to know that a curve is longer than a straight line between the same points... and that a movement that curves with the curve of the case permits larger, sturdier, more dependable parts. This is precisely what the new Gruen Curvametric movement achieves.

Gruen, and only Gruen—the leader in watch design since 1874—perfected the Curvametric movement after years of research. Only Gruen Curvex has it. Other curved watches have flat and smaller movements.

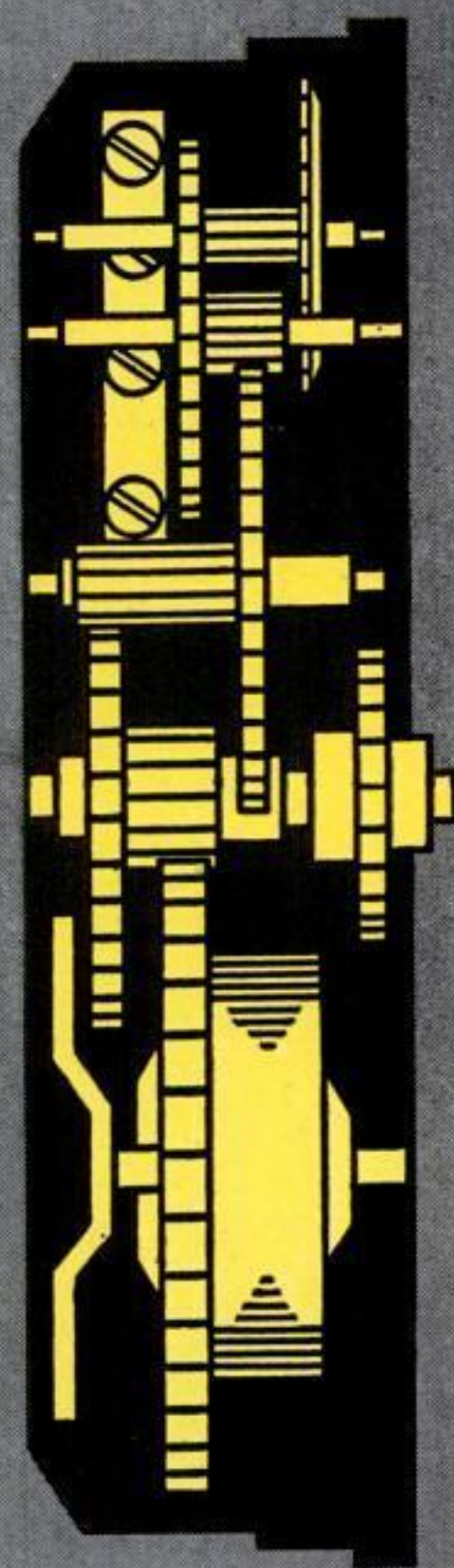
See the new Gruen Curvex, featuring the revolutionary new Curvametric movement, at your Gruen jewelers. Thrilling styles for men and women, priced as low as \$49.75, federal tax included. Gruen, the Precision watch, is the official timepiece of Pan American World Airways. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio. In Canada: Toronto, Ontario.

ONLY GRUEN CURVEX GIVES YOU A CURVED MOVEMENT IN A CURVED CASE. LOOK FOR GRUEN CURVEX ON THE DIAL

GRUEN, CURVEX AND CURVAMETRIC ARE REGISTERED TRADE MARKS. MOVEMENT PATENT REGISTERED U. S. PAT. OFFICE NOS. 2194552, AND 2283330. CANADIAN PATENT NO. 370997.



Ordinary Watch
Case curved, movement flat. Flat movement cannot fill curved case. Result: smaller movement; tinier, less sturdy parts.



see
the
difference



Gruen Curvex with Curvametric Movement
Both case and movement curve together. Movement fills curved case to maximum. Result: bigger movement; therefore larger, more dependable parts, greater accuracy.

GRUEN CURVEX

with the curvametric movement

MAGIC CHOCOLATE FROSTING

Make it without sugar!



ALWAYS SMOOTH...NEVER GRAINY



TAKES ONLY 10 MINUTES



*The secret is
EAGLE BRAND!*



Eagle Brand is a magic short cut to better cooking! Saves time, because it's fresh whole milk and sugar, *already blended for you.*

Makes desserts taste richer. Gives extra smoothness to frostings, pie fillings, candies, ice creams. And you can *count* on perfect results. For Eagle Brand is the *original* Sweetened Condensed Milk—every drop made to Borden's high standard of quality.

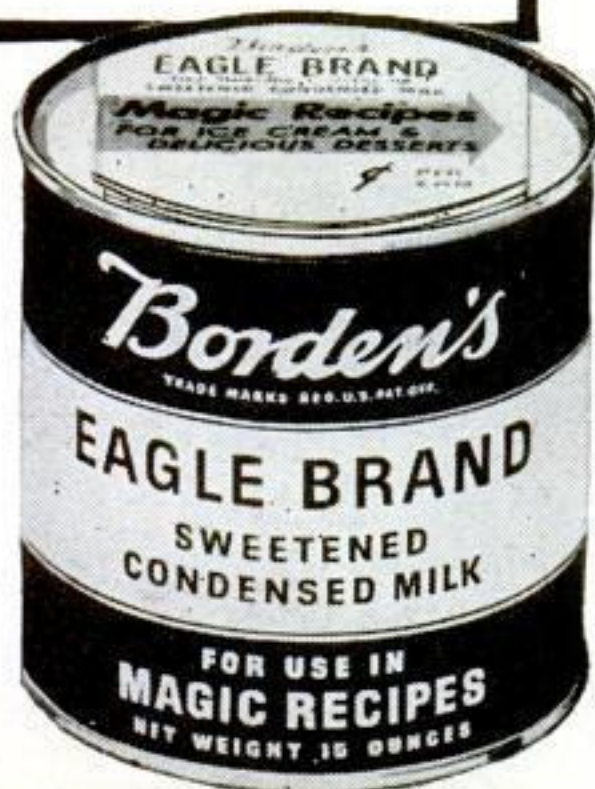
FREE! Eagle Brand Magic Recipe Book—70 tested, failure-proof favorites. For your copy, send penny post card to Borden's, Dept. L-118, P. O. Box 175, New York 8, N. Y.

MAGIC CHOCOLATE FROSTING

1½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1 tablespoon water
⅛ teaspoon salt
2 squares (2 oz.) unsweetened chocolate
½ teaspoon vanilla

Put Eagle Brand Sweetened Condensed Milk, water and salt in top of double boiler. Mix well. Add chocolate. Cook over rapidly boiling water, stirring frequently, until thick (about 10 minutes). Remove from heat. Cool. Add vanilla. Spread on cold cake. Makes 1½ cups—enough to cover tops of 2 (9-inch) layers or top and sides of loaf cake, or about 24 cup cakes. To cover top and sides of 2 (9-inch) layers, double the recipe.

NOTE: 3 squares of chocolate may be used for a strong chocolate frosting and 4 squares may be used if a bitter-sweet icing is desired.



© The Borden Co.

LETTERS TO THE EDITORS

CONTINUED

all the players could do was to stand and watch the ball roll over for a touch-back.

HARRY J. PRICE

Lawson V.A. Hospital
Chamblee, Ga.

Sirs:

... I would be pleased to have any of your staff visit my class on officiating at any time.

JOHN W. BUNN

Director of Athletics and Professor of Sports Officiating
Springfield College
Springfield, Mass.

● Invitation accepted.—ED.

SENATOR TAFT

Sirs:

In your issue of Oct. 11 you published a picture entitled "Taft the Mugger," in which you said that "Senator Robert Taft, the unofficial host for this speech from the Ohio capitol steps, was as playful as a kitten and twice as distracting. All the while Warren spoke Taft grinned, grimaced and waved to his friends. He seemed to be repeating in pantomime a comment he made previously about Warren's gentle, nonpartisan campaign—'You know that is exactly contrary to everything I stand for.'"

This statement is untrue. Just when Governor Warren began to speak, some friend called my name and I turned my head and grinned at him. There is no justification for the statement that this occurred at any time except at the moment the picture was taken. At no time did I criticize Governor Warren's campaign, which I think has made many votes for the Republican party and added greatly to his personal popularity because of what he has said and the way in which he said it.

ROBERT A. TAFT

Cincinnati, Ohio

● LIFE, misled by exaggerated accounts of his behavior during Warren's Columbus speech, apologizes to Senator Taft.—ED.

FACTS-OF-LIFE DOLLS

Sirs:

... I was not only shocked but also disgusted at the pictures of the latest playthings for children (LIFE, Oct. 18). . . .

There are so many exciting discoveries and interesting experiences for our young children to live through that I do not believe that these facts-of-life dolls are worthwhile or necessary.

AGNES M. CUNNALLY

Boston, Mass.

Sirs:

They are all just darling and I'm sure any little girl or boy will be thrilled to own them. . . .

L. MARIE BUNCH

Pasadena, Calif.

Sirs:

I am the mother of a son and a daughter and have long been a believer of presenting necessary facts—at once—upon being asked for them.

In the Puppies Dog toy, however, the child is thrown only half a loaf and presented with ideas which may prove harmful. He is told only that the young emerge from the dog's abdomen—and by means of a zipper! Is he told that the mother needs tenderness, skill and care? Is he allowed to feel the coopera-

tion? And where is the urgent sense of work toward the goal—and the dignity which surrounds any birth? Then, finally, the lesson in seeing the dog, tired but none the worse for wear, surrounded by her suckling young—obviously pleased with herself!

A zipper is a worthy instrument in its place, but in such a circumstance it creates an impression as vacuous as the toy statue of a surgeon performing a life-saving operation for a child who knows nothing of sickness or pain.

MARY Y. KEVILLE

Scarsdale, N.Y.

ARCTIC TOADSTOOL

Sirs:

The formation in one picture in the story about Admiral Peary's cairn (LIFE, Oct. 11) interests me more than the helicopter in flight above it.

Is this a splash from an atomic bomb dropped by the helicopter or just an arctic toadstool?

G. H. HEBERLING

Canton, Ohio



● The splash is a rare but natural phenomenon caused by the way in which water wore away the edges of what started out as a conventionally shaped iceberg.—ED.

RUSSIAN PRISONERS

Sirs:

I was very interested in the sketches of Soviet prison camps by Vladimir Kowanko (LIFE, Sept. 27). I am an Italian who has just recently been released from Russia as a prisoner of war.

Little has been said and still less is known internationally as to what happened to the 110,000 Italians taken captive by the Red army on the Don front in the winter of 1942.

I passed practically all of 1944 in a punishment camp (Lager No. 27B) about eight miles from Moscow. The sketches reproduce quite exactly some of the scenes of our everyday life, except that our guards were not allowed to carry bayonets on their rifles when inside the camp enclosures. All of the times (and there were a great many of them) we came in contact with the Russian political prisoners, whom we were made to work with up to 1946, they looked exactly like the Kowanko picture captioned "A Human Wreck."

As a general rule we found sympathy in the Russian prisoners, as we did in the population itself, who knew, felt or saw that we especially, as Italians, had not come to Russia to destroy or to conquer. In our turn we sympathized warmly with these Russian prisoners, as we did with the "free" civilians we worked with, who owe to their Asiatic fatalism and brutish apathy the conditions they are living in.

I feel that more should be said and

CONTINUED ON PAGE 17

The General Electric Two-Door Refrigerator-Home Freezer Combination

Now . . . a new 10-cubic-foot model of today's outstanding refrigerator!



HOME FREEZER COMPARTMENT. Full 2 cubic feet. Separately refrigerated, separately insulated, with its own separate outside door.

Freezes foods and ice cubes quickly. **AND LOOK** at all the frozen food it will keep under long-time storage at zero temperature. *And only zero temperature can keep frozen foods up to 12 months!*



REFRIGERATOR COMPARTMENT. Separately refrigerated, separately insulated, with its own separate outside door. *Never needs defrosting!*

AND LOOK at all the fresh food it holds under refrigeration—as much as the ordinary 9-cubic-foot refrigerator! Moisture-conditioned cold keeps humidity just right. No need to cover dishes.



Famed General Electric dependability—in a refrigerator designed for years of better living.

WHEN YOU BUY a refrigerator like this great, new Two-door Refrigerator-Home Freezer Combination, you're making a major investment in better living for yourself and your family.

You have every right to expect years and years of dependable, efficient, and economical refrigeration . . . 24 hours a day, day in, day out.

And you'll get it—in this refrigerator. For it's equipped with the famous General Electric air-

tight, oiltight, sealed-in refrigerating system.

This system—pioneered by General Electric—has set an unexcelled record for reliable performance. *More than 1,700,000 have been in use ten years or longer!*

See this most advanced of all refrigerators at your retailer's today. Compare it with any "two-temperature" refrigerator on the market today.

General Electric Company, Bridgeport 2, Conn.

More than 1,700,000 in service 10 years or longer.

GENERAL  ELECTRIC

Roll 'em Fold 'em Stack 'em

Butter 'em

PANCAKE POINTERS by Ann Pillsbury

Time-honored, delicious, appetite-tempting... here are pancakes—in new ways to intrigue... new tastes to tempt... new glory for your meals. For each variation, use your favorite mix or recipe, adding 2 tablespoons melted BUTTER to batter. Bake thin, 5-inch pancakes on hot, lightly buttered griddle and turn only once. Three ways! Try them for goodness! Serve them hot! Mm-m-m! They're good!

PANCAKE "ROLLIES"

(1) Spread with Cottage Cheese. Roll. Enjoy with melting BUTTER in orange sauce. (2) Spread hot pancakes generously with BUTTER and brown sugar. Roll and serve crowned with a golden pat of BUTTER. (3) Spread hot pancakes with jelly or preserves. Roll, and sprinkle with powdered sugar. Top with melted BUTTER.

PANCAKE "FOLDIES"

(1) Spread pancakes with BUTTER and strawberry jam. Fold each over like a Parkerhouse roll. Skewer with toothpick and serve covered with melting BUTTER. (2) Spread hottest-hot pancakes with Cream Cheese and brown sugar. Fold. Skewer. Cover with melted BUTTER and shredded pineapple. Fold. Skewer. Cover with melted BUTTER and serve. (3) Spread hot pancakes with BUTTER and apricot marmalade. Fold. Top with cherry in fluffy Whipped Cream.

PANCAKE "STACKIES"

Stack thin cakes, hot, with BUTTER and syrup, brown or maple sugar in between. Cut into stack with nearest knife or fork... and enjoy!

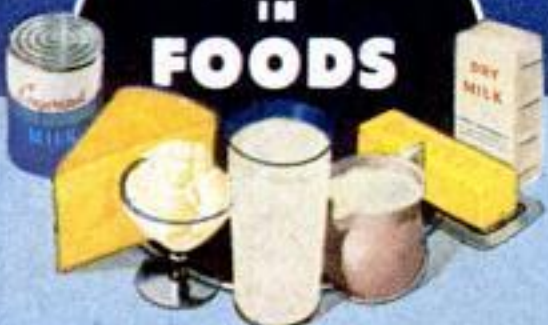
Morning, noon or night is BUTTER and PANCAKE time. No matter how you serve them, always BUTTER 'em. The mellow, savory, unmistakable taste of golden BUTTER accents the goodness of a stack o' wheats.

It's Better with Butter

BETTER WITH BUTTER

Rich in golden goodness. That's BUTTER. It's the concentrated goodness of four pints of cream that go to make every pound. The taste-tempting goodness of BUTTER makes so many other foods taste so much better. On pancakes... on bread, toast, vegetables... in cooking, baking, frying... BUTTER gives that matchless flavor. Nothing can take its place. With its golden color, smooth texture, distinctive flavor, ONLY BUTTER CAN BE BUTTER. Rich in natural vitamins, high in food energy... BUTTER is America's symbol of good living. It's BETTER WITH BUTTER!

**FIRST
IN
FOODS**



AMERICAN DAIRY ASSOCIATION

20 N. Wacker Drive Bldg., Chicago 6, Illinois

"Voice of 5,000,000 Dairy Farmers"

LETTERS TO THE EDITORS

CONTINUED

still more done, at least from a humanitarian point of view if legal international procedure is not possible, to free the still living PWs, not only of German nationality, who are held by Russia in some of those 480, if not more, camps before it is too late.

Incidentally in 1945 there were also a few American Communists who were living in a section of the aforementioned camp. They were taking their six months' "Antifa" course of training at the Moscow school. Antifa is short for anti-Fascist, the name by which the Communists prefer to be called. Although they had come willingly, because they were foreigners these students were obliged to participate somewhat in our daily life—along with a small group of Polish, French, Austrian and Lithuanian partisans. As prospective party workers, however, they ate better food, wore better clothes and occupied a better part of the barracks than we did. Also, they were excused from the labor tasks.

A.F.R.

New York, N.Y.

THE MORTICIAN

Sirs:

Being a retired mortician with 35 years of what I consider honorable and useful service behind me, it indeed causes me concern to see the cartoon of an undertaker supposedly seeing a nude corpse (Speaking of Pictures, LIFE, Oct. 18).

You may not be aware that morticians consider their profession as inviolate as that of the clergy. To hold us up to ridicule causes considerable difficulty with some of our clients who in their time of need look upon us as counselors and comforters.

I have also noted that you fell into the spirit of Evelyn Waugh when you praised his decadent and untrue picture as depicted in *The Loved One*—a book, by the way, officially condemned by the U.S. Morticians Association.

GIDEON POPNOE

La Jolla, Calif.

THE RIDDLE OF BERLIN

Sirs:

William C. Bullitt in a recent article, "How We Won the War and Lost the Peace" (LIFE, Sept. 6), made the statement that an agreement had been made with the Russians that they were to enter Berlin first, and therefore Eisenhower halted his armies at the Elbe. Many others have made this same statement.

However "The Secret Papers of Harry L. Hopkins," published in *Collier's*, quoted Hopkins as follows: "Anyone who knows anything about it knows that we would have taken Berlin had we been able to do so. This would have been a great feather in the Army's cap, but for [anyone] now to say that the President agreed that the Russians were to take Berlin is utter nonsense."

It seems to me that Hopkins was in a better position to know the truth of the matter. Therefore I think, in justice to your readers, you should verify the truth of Bullitt's comment.

WILLIAM RICE KIMBALL

Ogden, Utah

● According to General Eisenhower's account of what actually took place, Bullitt and Hopkins are both wrong; Bullitt for implying that the decision not to enter Berlin was made in Washington, and Hopkins for saying that Eisenhower would have captured Berlin if he had been able.

Eisenhower has publicly stated on more than one occasion that he alone made the decision not to enter Berlin and that his decision was based on military considerations and on nothing else. The military situation on which this decision hinged was as follows: at the end of March 1945 the Americans, 250 miles short of Berlin, were on the Rhine; on the east the Russians had established a bridgehead across the Oder, 30 miles from Berlin. Eisenhower's mission was the destruction of the German armies as rapidly and economically as possible, and he decided that the way to do this was to drive south and east to eliminate the possibility of a German stand in the alleged "southern redoubt." In addition he had to be careful not to precipitate trouble when his forward units ran headlong into the Russian forward units. In Eisenhower's opinion the most difficult military maneuver in modern warfare is to effect a peaceful juncture between rapidly advancing allied armies in a situation of this kind.

He therefore communicated with Stalin, explained the nature of his plans and said that he was not interested in capturing Berlin. Stalin replied that he wasn't either. Out of their discussion grew the agreement to meet at the Elbe-Mulde line. As it turned out, the southern redoubt never materialized as a threat. The main American thrust moved east so fast that U.S. troops were at the agreed line before the Russians, who were still tied up by stiff German resistance just east of Berlin. Today Eisenhower says he is convinced that he could have reached Berlin ahead of the Russians. The reason he did not was simply that as a military man he had no reason for going there.

This record does not explain why the political leaders in Washington left General Eisenhower to make his decision on purely military grounds. For while it is not the responsibility of a military leader to consider the politics of war, it is the duty of his political superiors to do so. In this case, by their silence they participated in his decision.—ED.

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Ilona Massey has it...



ILONA MASSEY
Starring in
"Love Happy"
a United Artists release

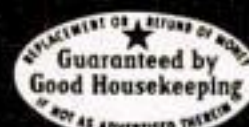
NEW HAVEN has it...



"BON VOYAGE"—Thinnest, lowest priced American-made Travel Alarm in its field.

7⁹⁵
plus tax

"HALO" Alarm Clock in 7⁹⁵
ivory and gold-colored case. plus tax



"PULLMAN"—In genuine leather, 6⁹⁵
gold color metal trim plus tax

Beauty that's out of this world!

NEW HAVEN IS THE STYLE LEADER— IN ALARM CLOCKS • TRAVEL CLOCKS • WATCHES

Today's New Havens are the greatest clocks in New Haven's 131 years. They combine engineering skill in the proud-and-precise American tradition with streamlined beauty in the 1949 manner! ... Yes, for travel or for home, the first clocks you ask to see, the only clocks you want to buy are NEW HAVEN! At stores everywhere.



New Haven Exclusive! The "Vital Nerve Center." Every New Haven clock and watch has this famous patented compensating hair spring to make it keep better time even through many variations of temperature.

THE NEW HAVEN CLOCK AND WATCH COMPANY

NEW HAVEN 4, CONN.

THE RIGHT TIME



SINCE 1817



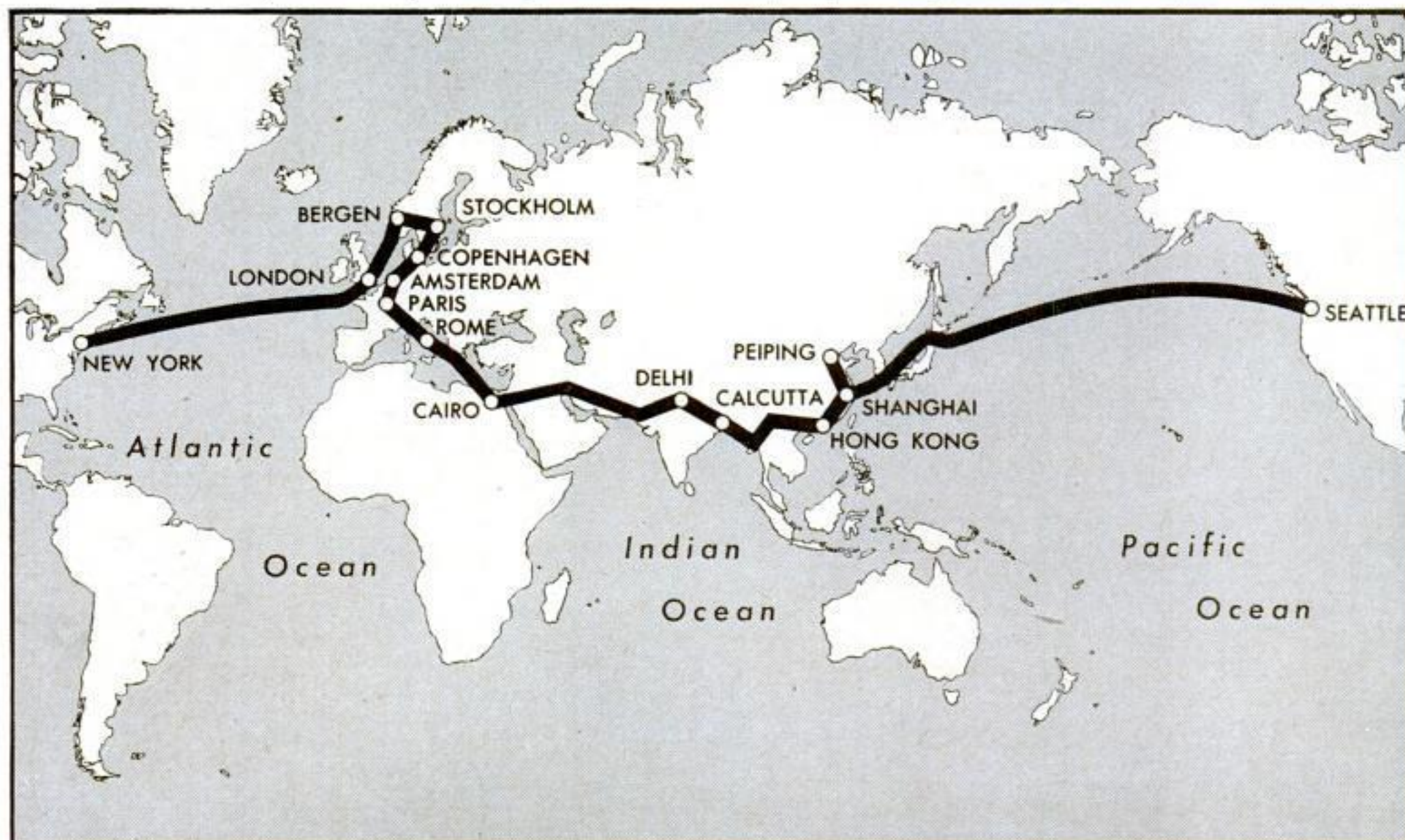
IN A ROME HOTEL, MARGRETHE, BRUCE AND LARRY FILL ONE TUB

SPEAKING OF PICTURES...

... LIFE CORRESPONDENT'S CHILDREN ARE PHOTOGRAPHED IN 15 COUNTRIES

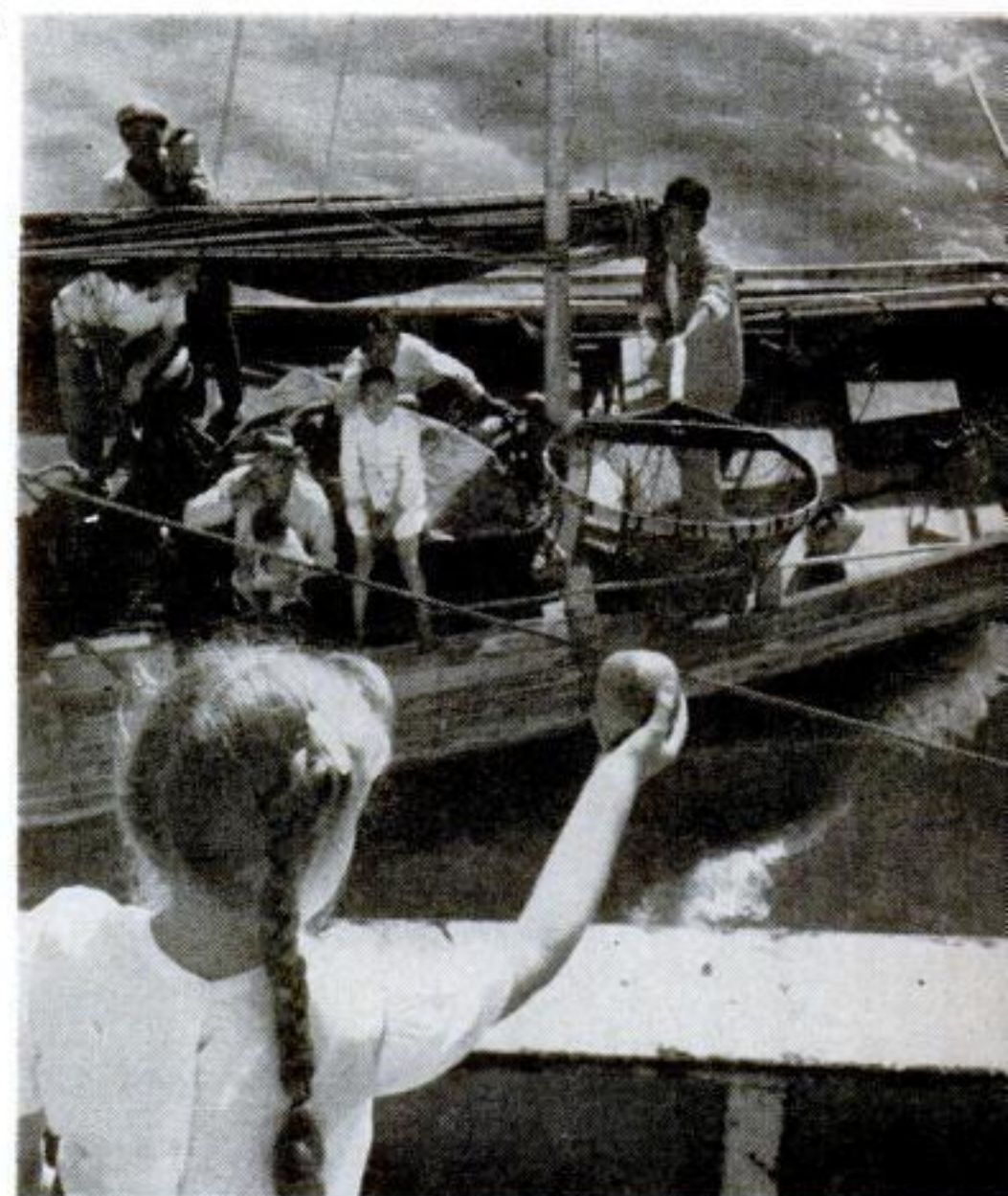
Although photographing one's children in front of famous landmarks is a familiar tourist custom, few fathers have had as much practice at it as William P. Gray, who recently returned to the U.S. after two years as TIME-LIFE bureau chief in Shanghai. In July, Gray decided to come home the long way—via Europe—and to photograph his three children, Margrethe, 11, Larry, 7, and Bruce, 4, as they went along. After a firecracker send-off by Chinese friends the Grays started across Asia. Skirting several minor wars, they eventually used eight different

airlines and arrived in New York on September 21 with an albumful of pictures, some of which appear here. The smaller Grays were generally well-behaved but Gray confesses he "used the slipper in several exotic places" to keep order. He also says that travel tends to make children precocious. When told the Atlantic trip was to be made on the *Queen Elizabeth*, travel-weary Bruce had only one comment: "Any beds?" Although born in Seattle, the Gray kids now look forward to seeing something of the one country they know practically nothing about—the U.S.

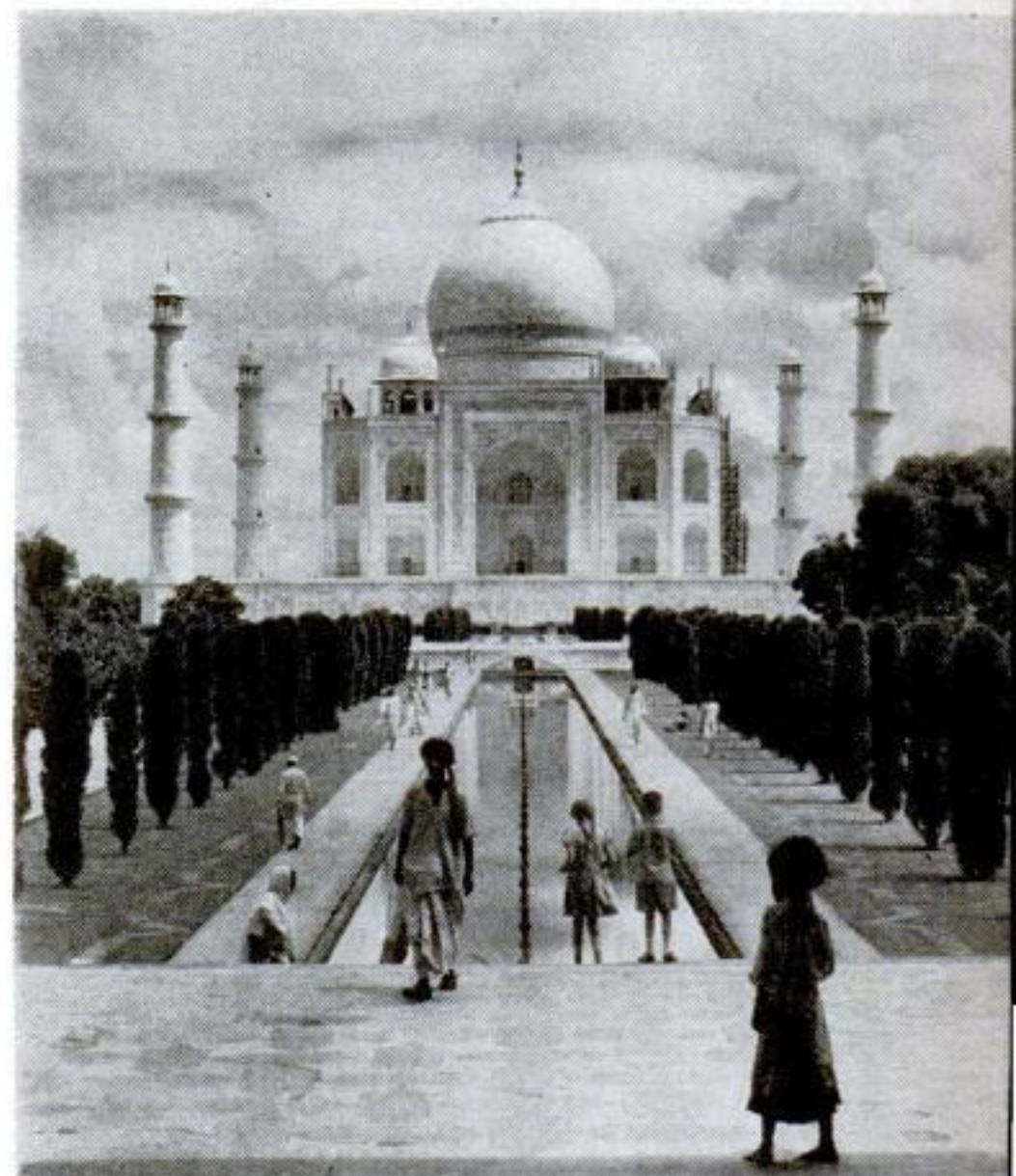


WORLD TOUR took the Grays 20,000 miles by boat, rail and air. Although the leaky freighter in which they

crossed the Pacific hit nasty weather nobody got seasick. Over China this year, however, two children got airsick.



NEAR SHANGHAI Margrethe offered an apple to a Yangtze River boatman who hopefully extended a big net.



AT THE TAJ MAHAL at Agra, India, Bill Gray inserted Margrethe and Larry into a familiar tourist setting.



NEAR AMSTERDAM, HOLLAND, Larry (left) and Margrethe (right) were fascinated by the gay costumes.



BUDDHIST STATUES in Winter Palace dwarfed Margrethe and Larry, who climbed up for a close look.



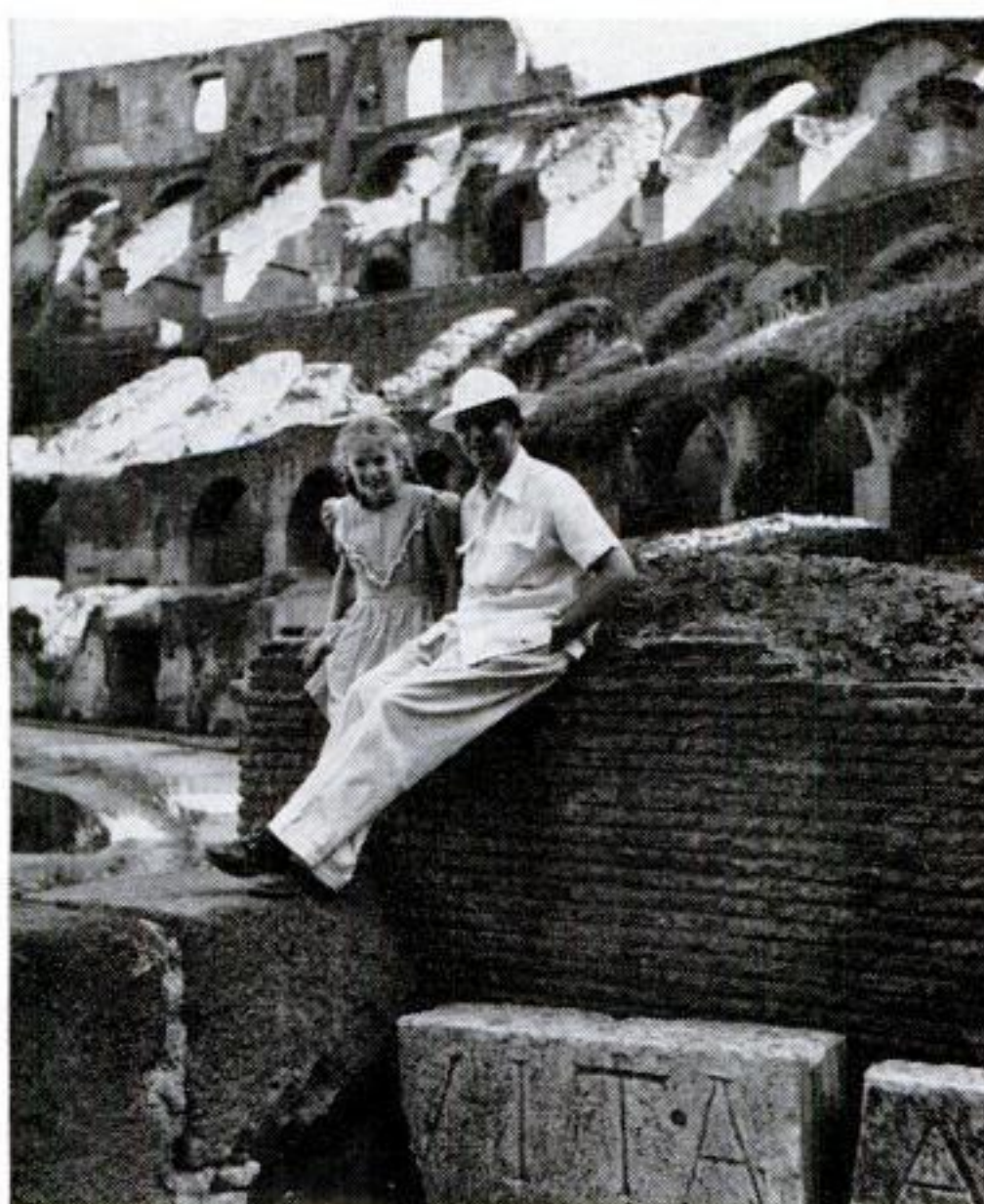
HONGKONG HARBOR JUNK was inspected from ferryboat deck by children on first leg of return trip to U.S.



JAIN TEMPLE, CALCUTTA, was visited by the boys. Shanghai to Calcutta trip cost \$1,571,875,000 (Chinese).



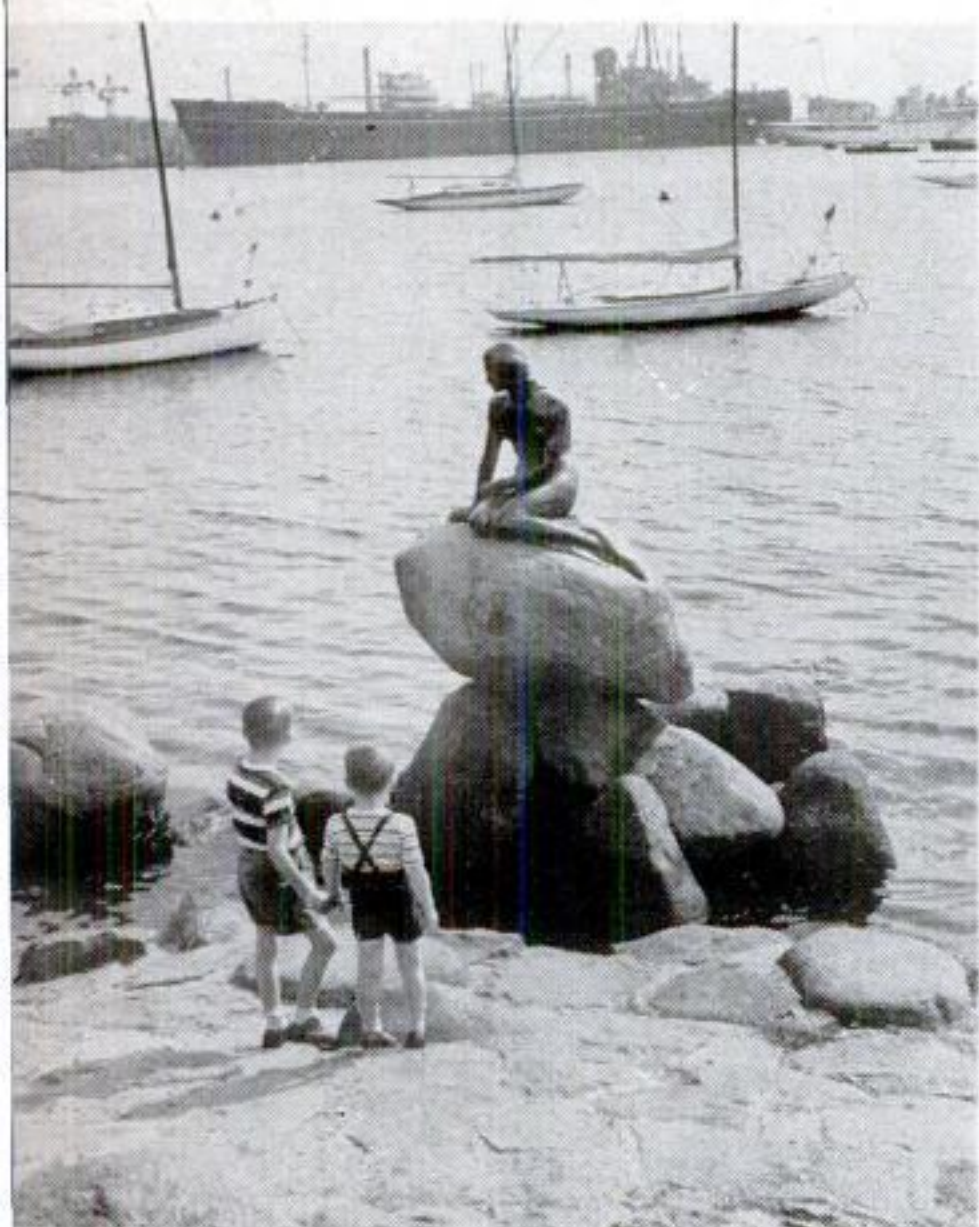
NEAR EGYPTIAN SPHINX Mrs. Gray and souvenir-laden Larry watched Margrethe have fortune told.



INSIDE COLOSSEUM in Rome, Gray handed his camera to a passerby and had his picture taken with Margrethe.



WELL-KNOWN TOURIST SIGHT, Notre Dame Cathedral, was a must for Margrethe and her brothers in Paris.



MERMAID STATUE in Copenhagen represents a character from a Hans Christian Andersen fairy tale.



NORWEGIAN FJORDS were visited on the way from Oslo to London. Children liked Norway's scenery best of all.



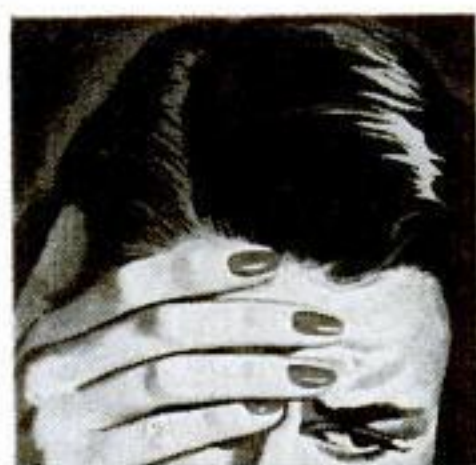
CHANGING OF GUARD in London impressed Bruce (left), who liked watching "the guards changing the king."

New, important product
for the relief of pain...

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!



Because it's absorbed twice as fast into the blood stream, Bufferin goes to work faster to relieve pain!



Offers far faster relief to sufferers from simple headaches, aches and pains of colds, neuralgia, periodic monthly headache, minor muscular aches and pains.

AFTER 4 YEARS of research, a remarkable new product—BUFFERIN—has been developed for the relief of pain.

Acts twice as fast as aspirin!

A Bufferin tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But, what's important, BUFFERIN is absorbed into your blood stream **TWICE AS FAST**—on the average—as aspirin. It goes to work **TWICE AS FAST** in your body to relieve pain.

BUFFERIN is antacid!

Some people—because of experience or their doctor's advice—always take an antacid when they take aspirin. With Bufferin this is not necessary because BUFFERIN is an antacid.

Clinical tests have shown that only 1 person in 200 had even mild distress after taking BUFFERIN, whereas among this same group, identical doses of aspirin previously had caused gastric disturbances in more than 20 people.

BUFFERIN is kind to your stomach!

The antacids in BUFFERIN, you see, actually protect your stomach from aspirin irritation. Ask your doctor for full medical details about BUFFERIN.

For faster relief next time, ask your druggist for new antacid BUFFERIN. In handy 12-tablet, pocket-size package—or economical 36-tablet package for home use.



A PRODUCT OF BRISTOL-MYERS

Acts twice as fast as aspirin!

SPEAKING OF PICTURES

CONTINUED



MARGRETHE DRESSES UP in a bright-hued Indian sari which cost father Gray \$12 (American) in New Delhi. When she first saw it Margrethe squealed her favorite Chinese expression, "Ai yah!" English equivalent: "Gee Whizz!"

Coming in 1949

JOAN OF ARC

starring INGRID

BERGMAN

COLOR BY TECHNICOLOR

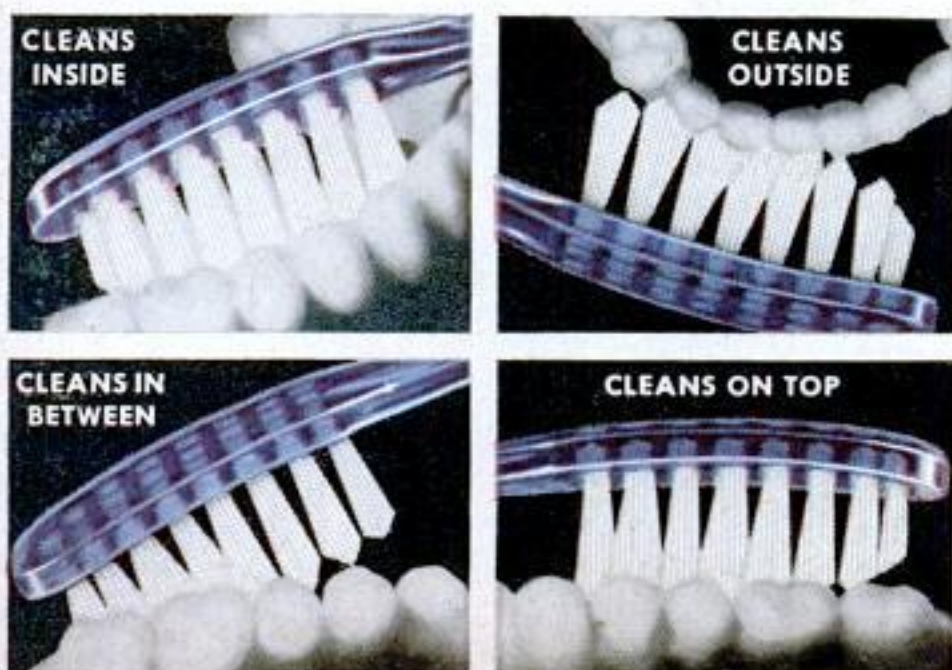
Advance Premiere Engagement starts Thursday, November 11, 1948, Victoria Theatre, Broadway at 46th Street, New York



FACTS ABOUT MIRACLE-TUFT

50¢

24 feet of Exton Brand Bristling in every Dr. West's Miracle-Tuft



Copy, 1948 by Weeco Products Company

EXTRA BRISTLING MEANS EXTRA CLEANSING POWER, EXTRA VALUE, TOO

Shaped scientifically into the famous Dr. West's Miracle-Tuft brush-head, the 24 feet of bristling in the Dr. West's make 800 working bristle-ends. It's these bristle-ends which reach every place in your mouth that needs to be cleaned. See the pictures at the left! Protected against sogginess by exclusive *waterproofing* and *sealed in glass*, Dr. West's offers extra values given by no other brush. Long the quality leader of the world, millions and millions *more* people use this brush than use any other!

Let it show you the meaning of the word *Miracle!*

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LIFE'S REPORTS



IN LAST PUBLIC APPEARANCE, Oct. 20, Elizabeth attended wedding of her secretary, John Colville. Londoners said she looked "frightfully neat."

A ROYAL BIRTH

Old traditions and court rules make Princess Elizabeth's confinement an elaborate affair

by ALFRED WRIGHT JR.

Five months ago this week an announcement from Buckingham Palace stated that "Her Royal Highness the Princess Elizabeth, Duchess of Edinburgh, will undertake no public engagements after the end of June." In this characteristically roundabout fashion the people of the British Empire received confirmation of the long-current rumors that the union of Princess Elizabeth and Prince Philip had proved fruitful, and that around mid-November—probably sometime next week—a child would be born to the heiress-presumptive to their throne.

In the five months since then, during which Elizabeth has been discreetly screened from public view, a quietly efficient program of preparation for the royal confinement has been worked out to the last detail. A royal birth, although it may be basically no different from the child-bearing of an ordinary commoner, is hedged about with old traditions and unusual requirements. The choice of a location, for example, is limited by the custom of having royal babies born on royal ground, so that Elizabeth cannot go to a hospital or a nursing home. Since her own residence, Clarence House, is still under repair from wartime damage, that made the logical place of her confinement either Windsor Castle, the king's official residence about an hour out of London, or Buckingham Palace, right in the heart of town. Chiefly because of its more convenient location Buckingham Palace won. Elizabeth and Philip still maintain a suite of rooms on the palace's third floor, where they can stay while in the city.

For the chamber of her labor Elizabeth has chosen her own bedroom. Nothing in it will be changed, but much will have been prepared. All the necessary medical equipment—sterilizers, sprays, anesthetizers and so forth—is ready and waiting, to be moved in as soon as her labor begins. All unnecessary objects at the same time will be moved out. The princess' bathroom, right next door, will become an adjunct to the delivery room; her sitting room, adjacent,

CONTINUED ON NEXT PAGE

ONLY LEWYT HAS IT!

The sensational new No. 80
Carpet Nozzle

The revolutionary new AUTOMATIC COMB-VALVE makes the DIFFERENCE*

Gets 18% to 55% more embedded dirt... picks up more lint, thread, and hair...yet with 13% to 58% less carpet wear than 4 other big name vacuum cleaners tested by United States Testing Co., Inc. (Reports #787301-2-3-4, June 14-16, 1948)

Now you no longer need to buy both the upright type of cleaner with its motor driven brush for carpets and the tank type for above-the-floor cleaning. The Lewyt does both—better. Gets the deep-down grit, surface hairs and litter, and also cleans your drapes, upholstery, bare floors—does your dusting, spraying, demothing. In other words—*two cleaners in one*. It's new, different...more powerful...more gentle...the world's most modern vacuum cleaner!

Yet the Lewyt costs no more than ordinary vacuum cleaners. Don't miss seeing it at your dealer's!

*Present owners can convert at nominal cost.



NO DUST BAG TO EMPTY!

Empties like an ash tray
It's quiet—no roar
Triple-filters dust
Cyclonic suction
Light, easy to use
Space-saving storage

COMES COMPLETE...
NO EXTRAS TO BUY!

- ✓ "No. 80" carpet nozzle
- ✓ Upholstery nozzle
- ✓ Dusting brush
- ✓ Crevice tool
- ✓ Floor-and-wall brush
- ✓ Moth snufficator
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Lewyt
(Rhymes with 'do it')
VACUUM CLEANER

FREE! Picture booklet on the modern way to clean your home. Mail this coupon today for your free copy!

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Address.....
City.....
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"Let 'er rip!"

SAID MRS. POTTS



There she stood, looking at her laundry. And what she was looking at was a sheet ripped down the middle! A *Pequot* sheet.

Most women would recoil in horror. But Mrs. Helene Potts (of Washington, D. C.) just laughed. "Let 'er rip," she said, "even *Pequots* can't last forever!"

For here was a sheet that had served her faithfully, for much longer than even a long-time *Pequot* fan would expect. Writes Mrs. Potts:

"I've bought *Pequot* Sheets since I was a bride. I date them all and use them in rotation, to get the very most wear. But even I was amazed at the stamina of a sheet that's been used constantly as long as this one had."

For four generations, *Pequot* muslins

have been amazing thrifty housewives by their well-nigh indestructible beauty and phenomenal wear. And for four generations mothers have been doing what Mrs. Potts is doing now:

"I'm assembling the trousseau linens for my daughter, and I assure you they'll be *Pequots* -- nothing else but!"

If you would like to be amazed by beautiful sheets that wear and wear, look for the two *Pequot* exclusives*...ask for *Pequot* plus-service muslins, *America's* most popular sheets.

Pequot Mills, Salem, Massachusetts
Also makers of *Pequot* Fine Combed Percales



PEQUOT SHEETS

Plus-Service muslins have the thread count and weight that give the longest service.



*Projecting size tabs for quick finding on the shelf.



*Double-tape selvages to give extra strength.

so good-looking so long-wearing

LIFE'S REPORTS CONTINUED

will serve as an antechamber for all the visitors to a royal accouchement which custom or the law requires.

Philip will probably spend his hours of waiting downstairs in the equerry's room on the palace's ground floor. But at the moment of delivery, tradition will step in and bring him to the delivery room itself to watch his child come into the world. This is a moment which Sister Helen Rowe, the nurse attending, dreads. An elderly, efficient, quiet person, she has not forgotten an awkward moment at the birth of Prince Edward, first child of Elizabeth's uncle and aunt, the Duke and Duchess of Kent. The late duke became alarmed when the obstetrician found it necessary to spank his child to start it breathing and kept insisting that what the infant needed was a good strong shot of brandy.

The chief of the small cast gathered for the royal birth is Sir William Gilliatt, dean of British obstetricians and deliverer of all royal children in the present generation. A thin, severe man of medium height, with a high, intellectual forehead and black eyes, he brooks no nonsense from his highborn patients. Elizabeth has been in his charge since her pregnancy was first suspected.

Along with Sister Helen Rowe, Sir William will have with him the king's own general practitioner, Sir John Weir. A stout and jolly little Scotsman with gold-rimmed spectacles and a bushy mustache, Sir John is a well-beloved figure in the royal household, and to him will fall the additional task of keeping nonparticipating royal nerves at ease.

While Sister Helen will be the nurse in charge, not only during the birth but for the first month or so thereafter, the baby's permanent nurse will also be on hand. She is the 20-year-old daughter of the king's head gillie at Balmoral, with the good Scottish name of Gertrude Machardie. She knows the members of the royal family through her father, whose job is roughly equivalent to that of a hunting guide.

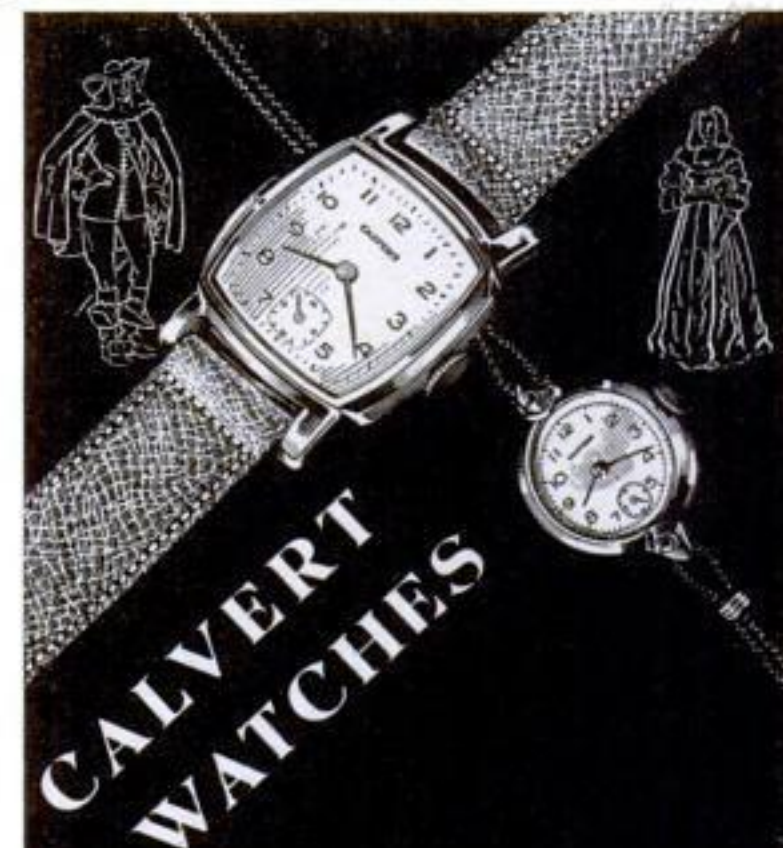
One of the most unusual attendants at the birth will be the Right Honorable James Chuter Ede, His Majesty's Secretary of State for the Home Office. The reason for Chuter Ede's presence at Elizabeth's confinement dates back to the reign of James II, nearly 300 years ago. James, a tyrannical and unpopular Catholic king, had a son 26 years after the birth of his daughter Mary. Until the arrival of the male heir, Protestant groups in

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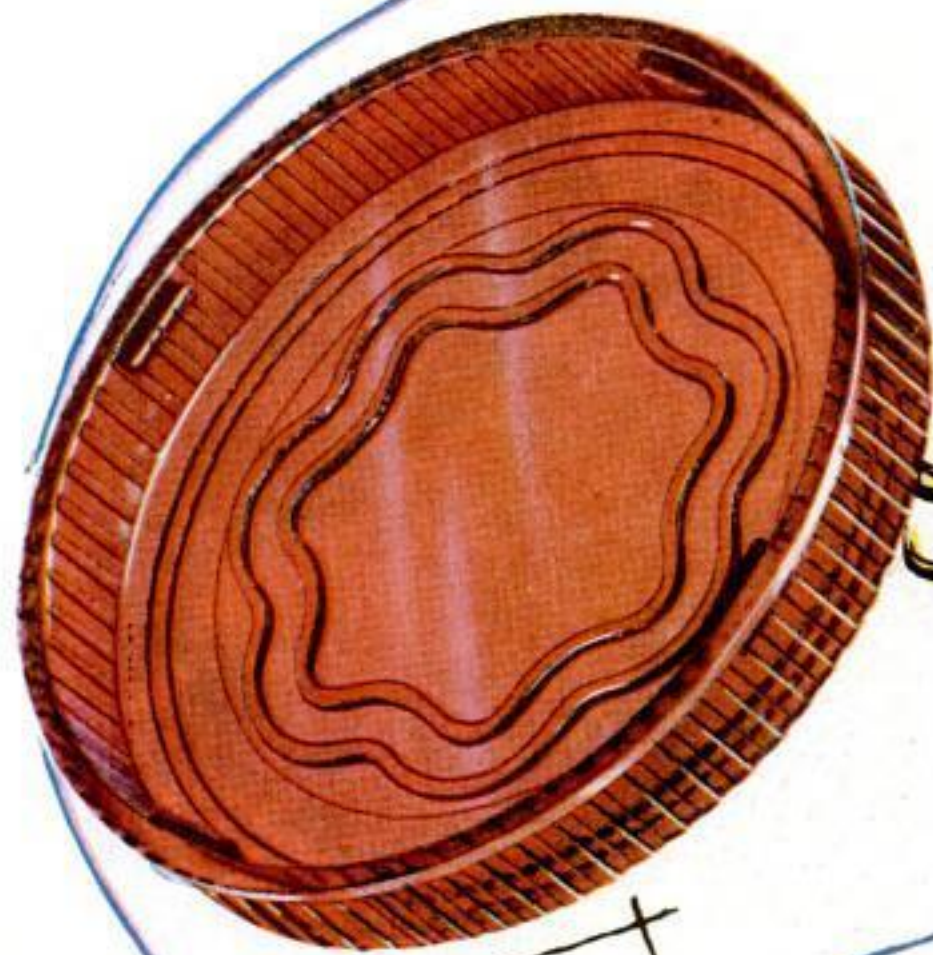
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LIFE'S REPORTS CONTINUED

England had been confident that King James would be succeeded by his daughter Mary and her Protestant husband, William of Orange. To secure their interests, they spread the rumor that the infant James was not born of Queen Mary, but that the baby actually had been slipped into her bed in a warming pan at the last minute. On this pretext William and Mary took the throne.

Queen Mary and her baby son James went to France and spent the rest of their lives trying to establish his rightful claim. Although the story was eventually proved entirely false, the court has taken care ever since to have an official of the government verify the actual birth of a royal heir. Queen Victoria's consort, Prince Albert, was revolted by this custom and abolished it to the extent that the official is no longer an actual witness to the birth, but nominally it is still observed and Chuter Ede, who will be one of the first to see the child.

Once satisfied that the child is hers, he will rush off to pen a letter to the Lord Mayor of London, advising him of the successful birth. His notice will be duly posted in front of Mansion House, the lord mayor's residence.

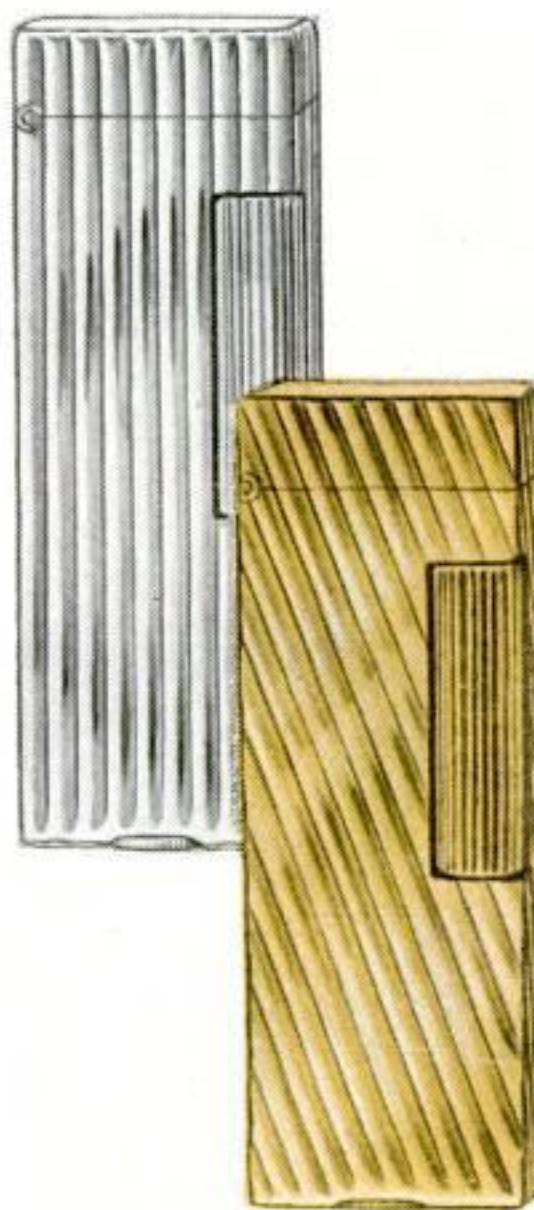
Margaret MacDonald, Elizabeth's personal maid and bosom friend who is known more intimately as "Bobo," is supervising the redecoration of the nursery, which is being painted a light cream, and the installation of an emergency kitchen in a vacant room down the hall from the princess' bedroom. The palace kitchen is a quarter mile away down endless corridors, a distance deemed too far for quick service on the big night. Bobo is also seeing to the preparation of plenty of sandwiches and other refreshments for the waiting attendants.

Through all this subdued hubbub Elizabeth herself has been moving with calm and assurance since her return from summer holidays at Balmoral. She has continued in the best of health. Her personal preparations are all made. The baby's layette, most of it knitted in white wool by old Queen Mary, a stout hand with the needles, is ready and waiting only for the blue or pink ribbons that will be threaded through it when the infant's sex has been established. The cream-colored cradle, baby bath and other furniture was purchased earlier this summer. The baby buggy in which Elizabeth herself rode as a small child has been taken out of 20 years' retirement, repainted and given new upholstery. Princess Margaret made a colorful quilt for her sister, and Queen Mary



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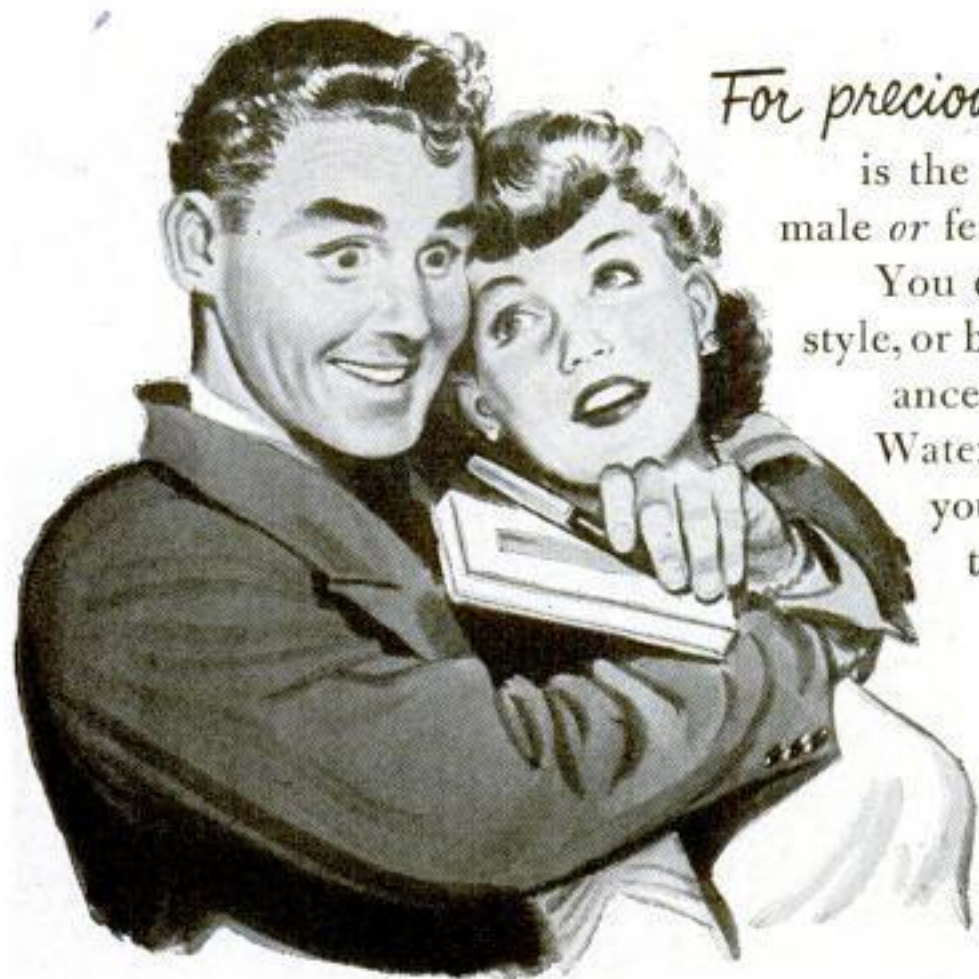
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LIFE'S REPORTS CONTINUED

brought out of its airtight case the historic, cream-colored lace robe worn by Queen Victoria at her christening.

Once Elizabeth has been delivered of her baby, there will be an uproar in London which she perhaps can faintly hear through the windows of her bedroom. Church bells will ring as they did at the news of El Alamein and victory over Germany. From the Tower of London a 41-gun salute will boom out over the town, fired by the Honorable Artillery Company of the Territorials, which claims to be the oldest regiment in England. In St. James's Park itself the King's Troop of the Royal Horse Artillery will parade, dragging behind their mounts small ceremonial cannon from which they will fire another 41 salutes. And all over the British capital big and small rockets, firecrackers and other instruments of celebration will testify to Britain's joy that a new royal heir is born.

But in the town of Berwick-upon-Tweed along the Scottish border there will be special pride. Once a free city, it used to receive specific mention in all Acts of Parliament along with England and Wales. In modern times the Church of England, in deference to this custom and to the still-cherished independent sentiments of the town's inhabitants, has kept up this tradition. When the King's Privy Council has met after the birth and drawn up an order to the Church for a proper celebration, it will read something like this: "That His Grace the Archbishop of Canterbury do propose a Form of Prayer and Thanksgiving to Almighty God for Princess Elizabeth's safe delivery of a Prince (or Princess); and that such Form of Prayer and Thanksgiving be used in all churches and chapels in England and Wales and in the town of Berwick-upon-Tweed." With this happy, casual anachronism the royal birth will be officially over.



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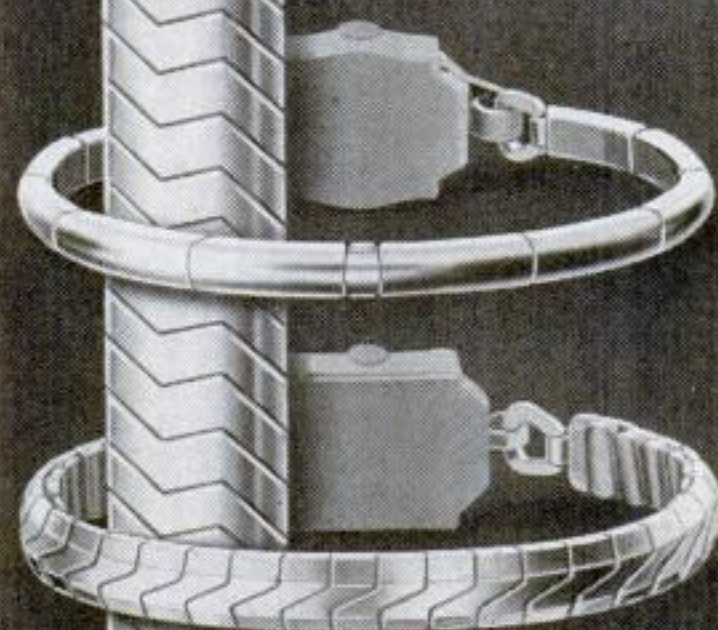
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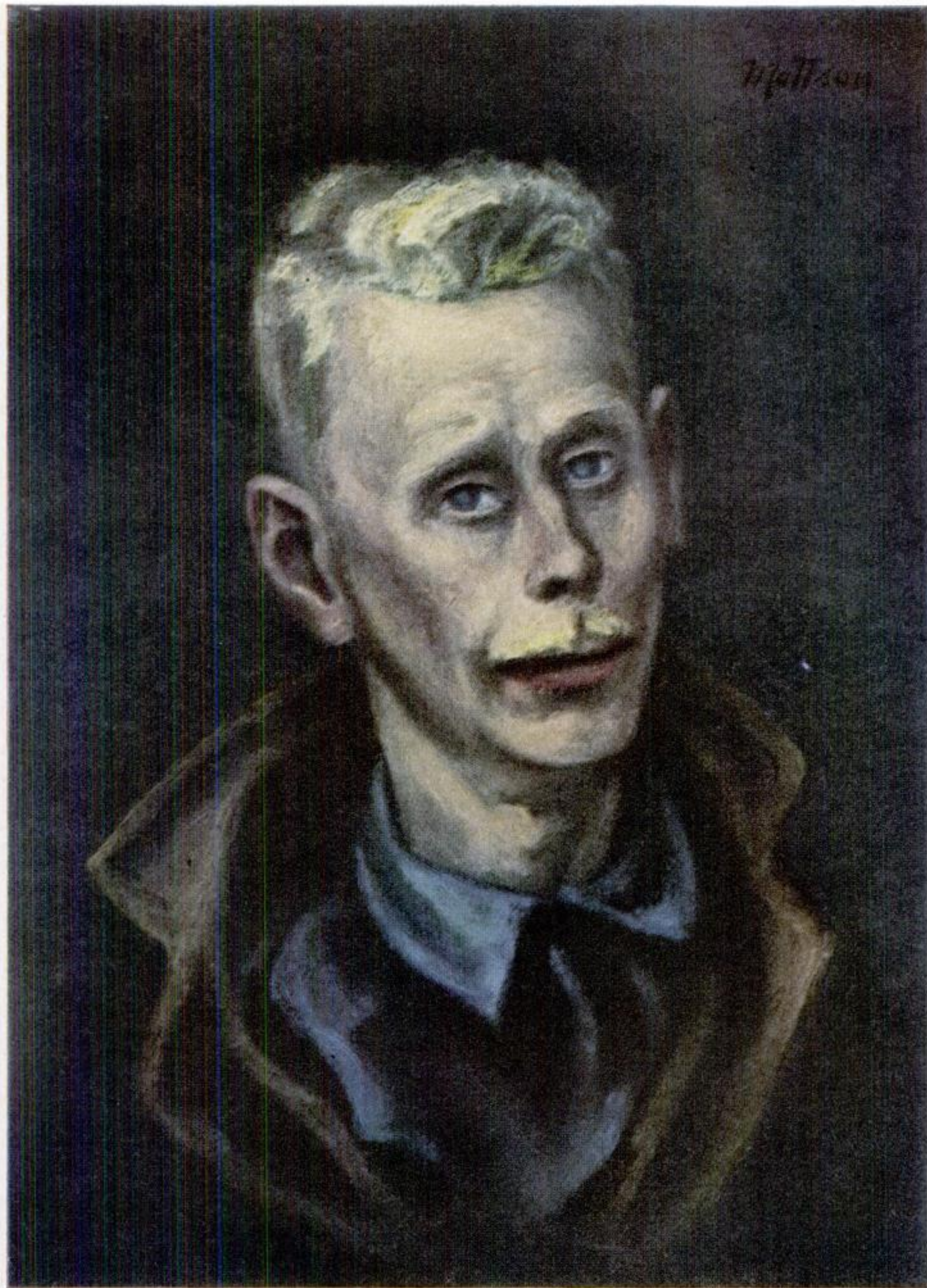
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Your doctor

If your eyes should hurt you, or your vision is poor . . .

See your doctor at once—Of the common eye disorders which affect three out of every four persons, 95% can be corrected by glasses. In more serious and painful eye trouble, such as glaucoma, prompt treatment may be sight saving. So don't delay. At the first sign of eye trouble, go to your doctor.

Never neglect eye headaches, or watery eyes, inflamed lids, sties, flickers, flashes, spots, or images that are dim, blurred,

or distorted, particularly if you keep on being bothered by these symptoms. They may not be serious, but if they are, give your doctor every chance to help you. Even in cases of cataract, 95% of operations are successful.

Follow your doctor's instructions when recovering from an eye ailment. If he tells you to rest your eyes, watch out for glare, or wear glasses; be sure to carry out all of his suggestions.

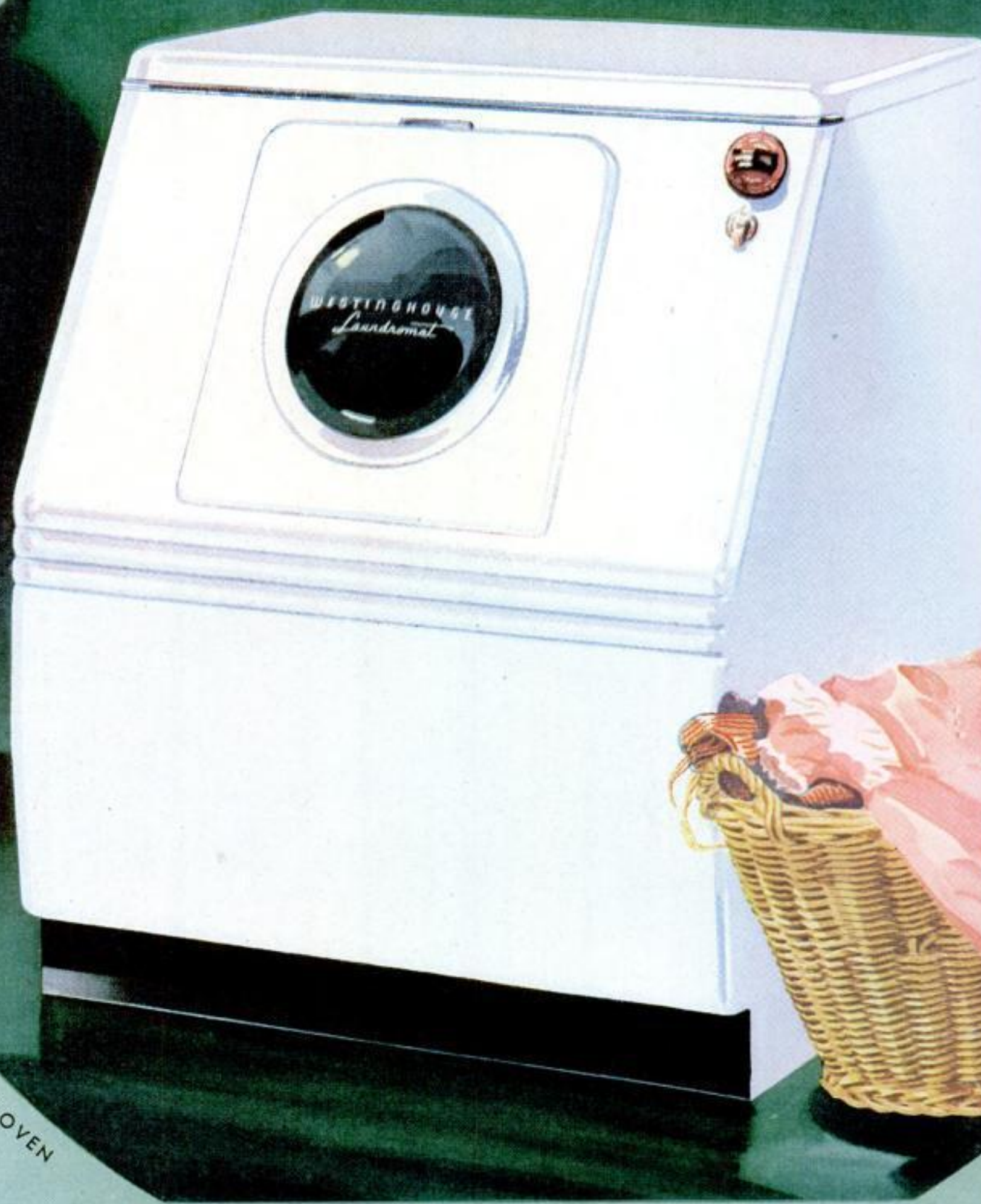
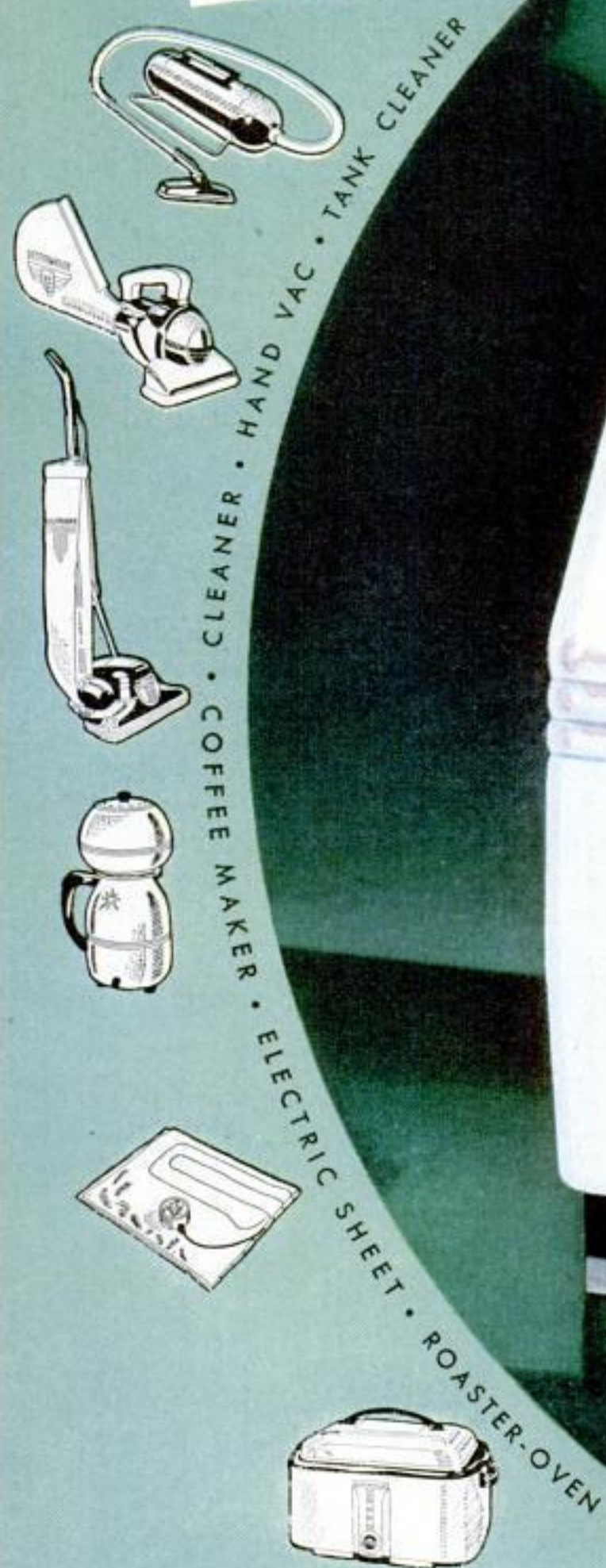
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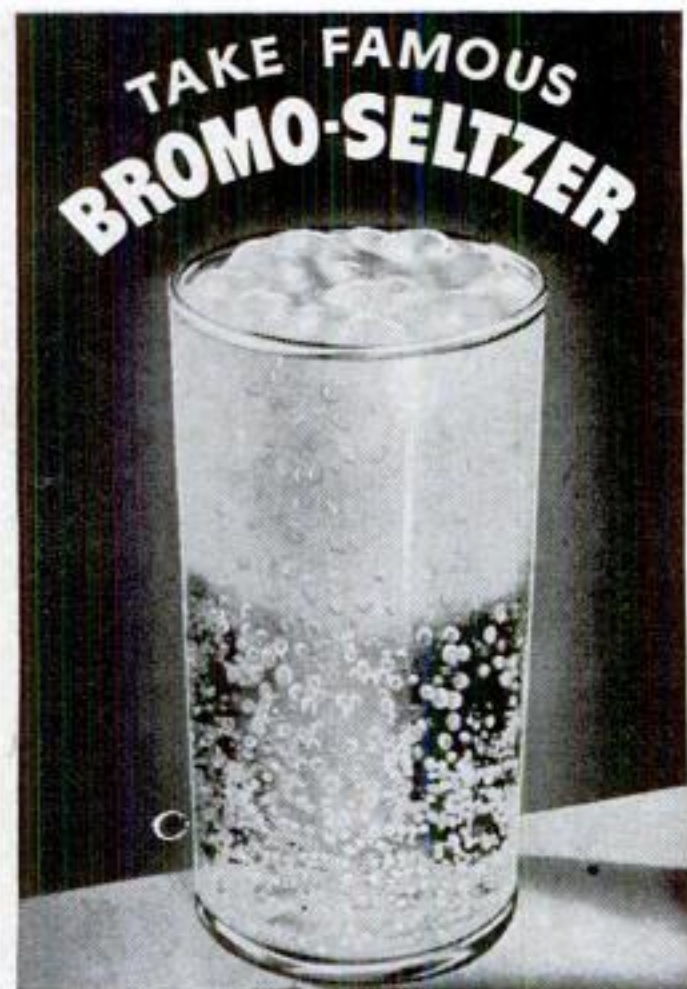
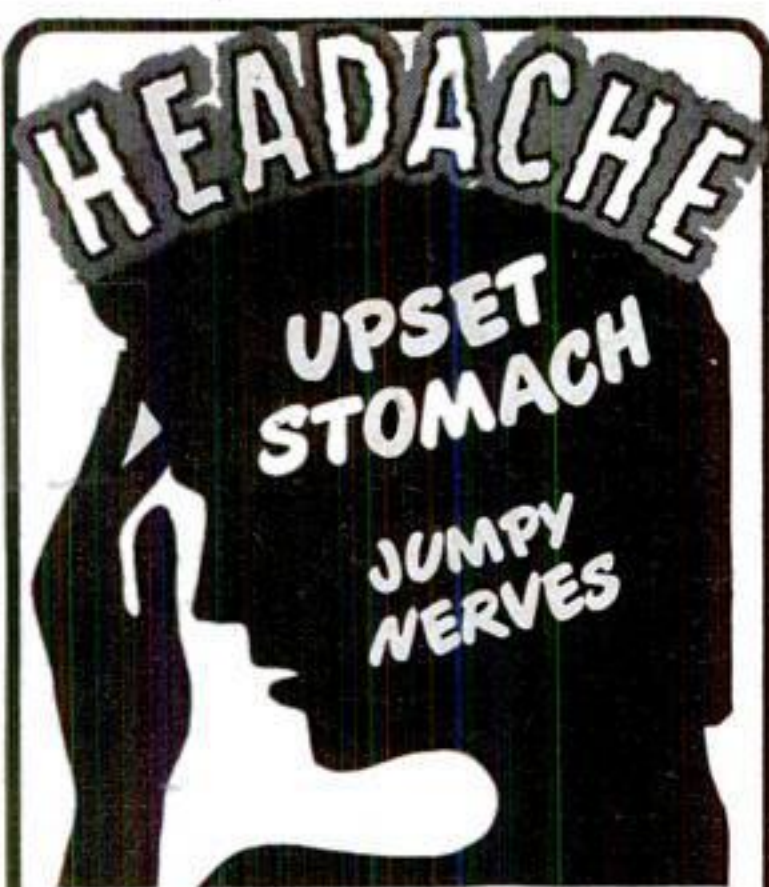
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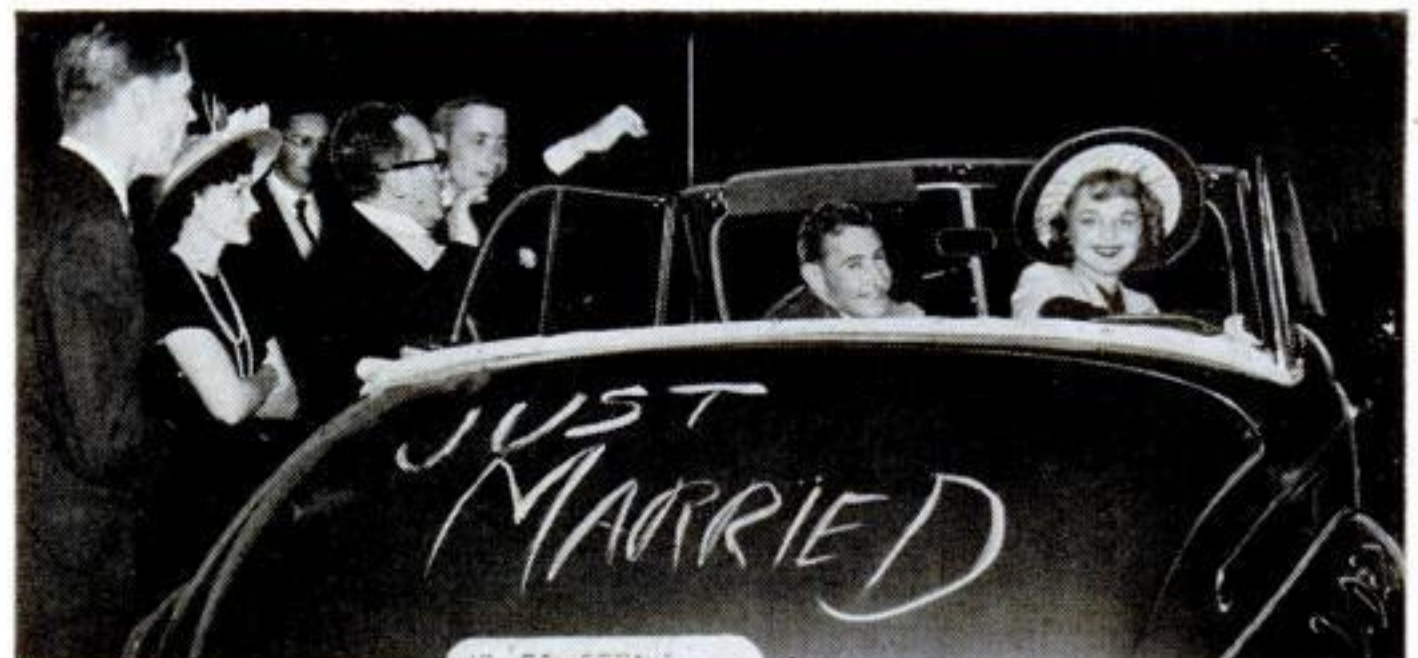
Harold Lloyd, famed screen comedian, stars in role of "Proud Papa" to Woodbury-deb Marjorie... calls her his "Peggy." Fond kiss as honeymoon-couple depart.



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Kayser's famous "Fit-All-Heel"™... guaranteed not to twist!

You Owe it to Your Audience

...Wear **KAYSER**

HOSIERY • GLOVES • UNDERTHINGS • LINGERIE



LIFE'S COVER

When Helena Carter was a Conover model in New York she appeared often in fashion pictures. But if a photographer asked her, say, to look frightened, she just didn't know how. Then she went for a visit to Los Angeles. Hollywood took one look at her pert, pretty face, and she got a screen test and a contract with Universal-International and a day and a half of dramatic coaching. In two years she has worked up to stardom and now plays opposite Douglas Fairbanks Jr. (pp. 104-108). Now 25, she is pleasantly modest about her acting and will only say that at least she knows how to look frightened.

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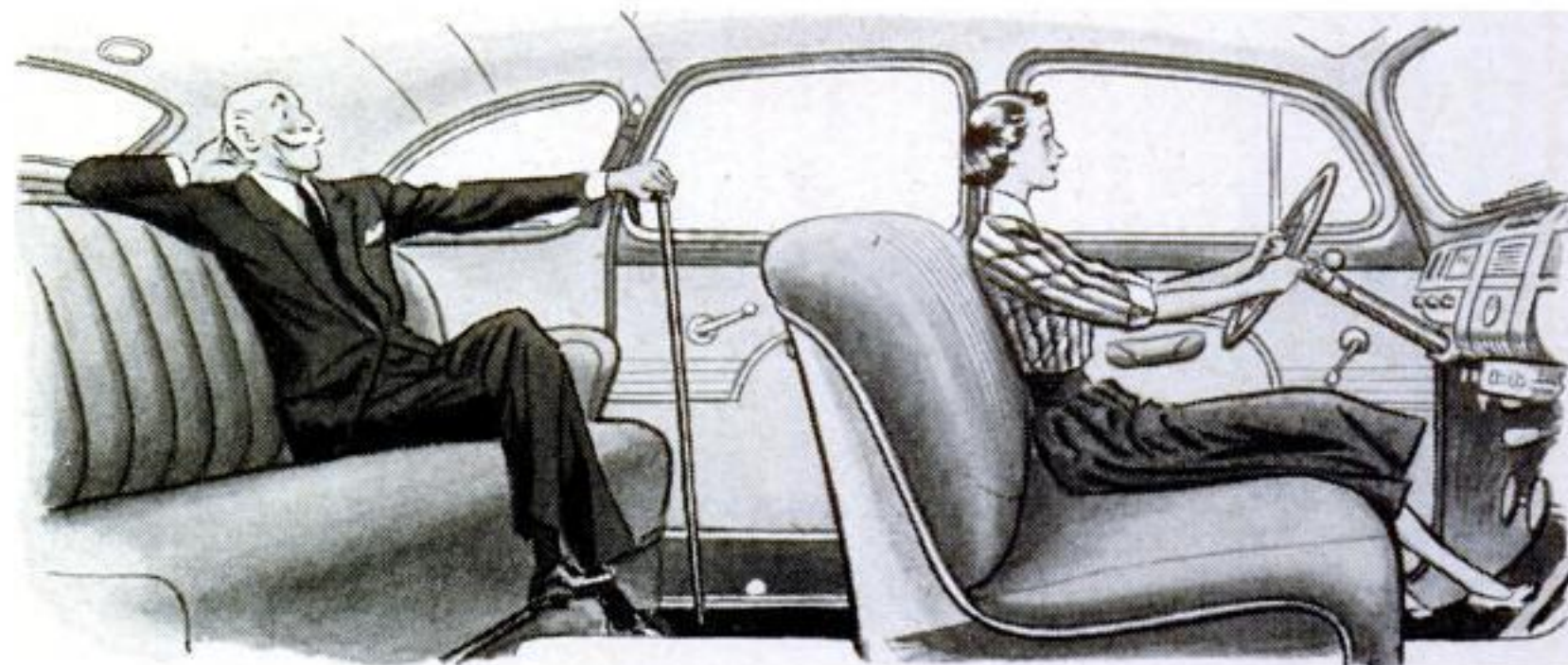
ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

"Grandpa refused to budge until - - -"

"Next to talking politics, Grandpa likes comfort. We couldn't pry him away from that easy chair of his. Then we got the new Plymouth and I started raving about that wonderful Air Pillow Ride. 'Air Pillow—what?' snorted Grandpa. And then I began to coax."



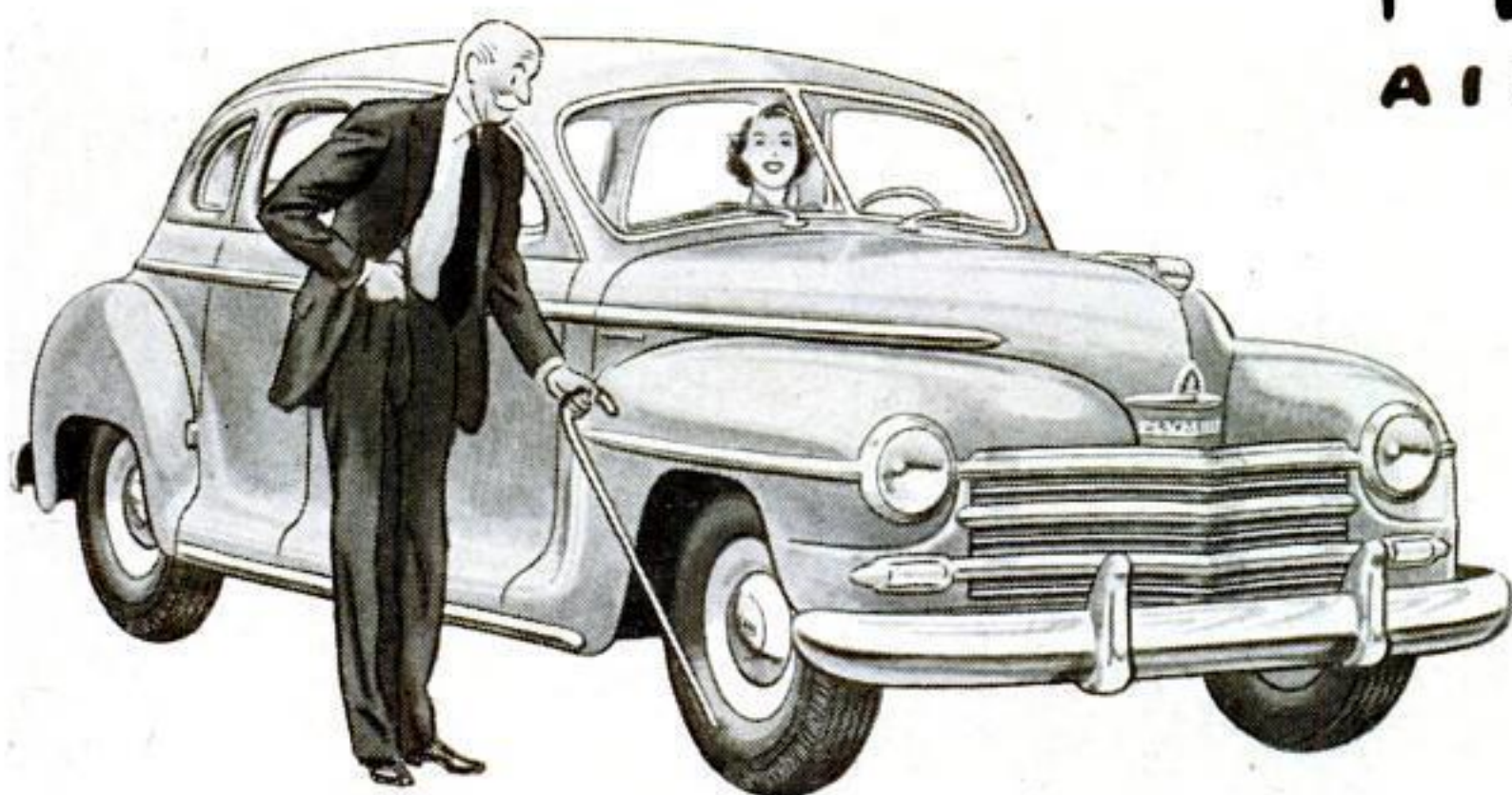
"It wasn't easy, but Grandpa finally agreed to take a ride. He was plenty wary when he first sat down on the rear seat. 'Relax, Grandpa,' I told him. 'You're sitting on millions of tiny air pillows. Yes, that seat cushion is made of Airfoam, the wonderful new cushioning material you get in Special De Luxe Plymouths at such slight extra cost.'"



"Grandpa soon got the idea. He stretched out his long legs and settled himself deep in that soft, buoyant cushion. Then he smiled as only Grandpa can smile when he's really comfortable. 'You're not only riding on air—the Plymouth is, too,' I told him. 'We have those sensational new bigger and fatter Super-Cushion Tires. And they come as standard equipment at no extra cost.'"

PLYMOUTH AIR PILLOW RIDE

PLYMOUTH BUILDS GREAT CARS . . . GOOD SERVICE KEEPS THEM GREAT. Your nearby Plymouth dealer will provide the service and factory-engineered parts to keep your present car in good condition while you're waiting for your new Plymouth. **PLYMOUTH** Division of CHRYSLER CORPORATION, Detroit 31, Michigan.



"Grandpa was really talking a blue streak by the time we got back home. He got out and took a good long look at those new tires. 'Biggest I ever saw on a car,' he said. 'And they sure do soak up the bumps. That's the most comfortable ride I ever did have. Air Pillow Ride—indeed. Darned if these Plymouth people haven't put my easy chair on wheels!'"





JAMMED INTO LOCOMOTIVE TENDER, TROOPS OF A CRACK NATIONALIST DIVISION WAIT ON THE OUTSKIRTS OF MUKDEN AFTER BEING EVACUATED FROM A SUBURB

FALL OF MUKDEN EYEWITNESSES RECORD LAST HOURS OF KEY CITY IN BATTLE FOR CHINA

PHOTOGRAPHS FOR LIFE BY JACK BIRNS

Last week the fall of Mukden to the Communists brought Nationalist China to its darkest hour since 1942. One of the last planes into Manchuria's capital carried the LIFE reporter-photographer team of Jack Birns and Roy Rowan, who then got out just ahead of the Chinese Communist armies with the pictures on these five pages and the only eyewitness report of the city's last hours. Rowan cabled:

"Mukden is a ghost city. No preparation had been made for a last-stand defense. Most of the government troops were encamped near rail sidings awaiting evacuation. In the city itself, freezing blasts of wind whistled down the broad, empty thoroughfares. Shopfronts and some of the army

pillboxes at main street intersections were boarded up. Jagged walls in factory areas built up by the Japs, blasted by American bombers during the war, and later pillaged by Russian occupation forces in 1946, stood silhouetted against a steel-grey sky.

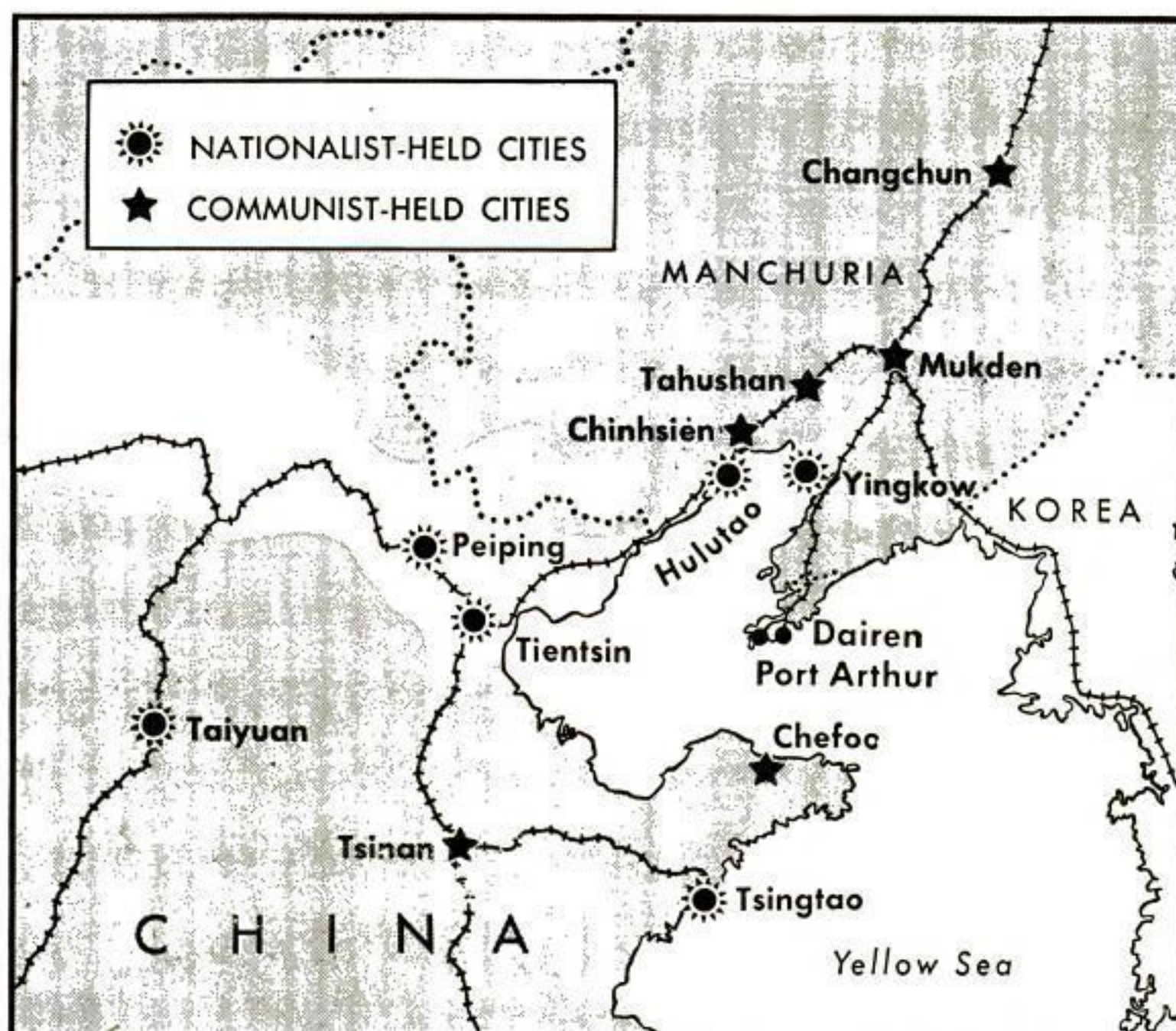
"Mukden, the capital of China's richest industrial area, looked as cold and desolate as the ragged, half-frozen refugees picking their way through the debris on every street. Only the railway station and the airports were active. Streets by the depot were jammed with refugees peddling old bits of belongings to buy food. Every few hours trains overflowing with yellow-clad troops left Mukden station and rattled south toward the evacuation

port of Yingkow. At Pai Ling field, the last military airstrip, planes flew out whole companies and battalions of troops. Civilians also were flown out. And for them a little slip of white paper—a plane ticket to Tsingtao or Tientsin—was suddenly the most precious possession in the world."

China's three major civil airlines, which since April had air-lifted more than 30,000 tons of food and materials into besieged Mukden, had to halt the flights soon afterward. It was the greatest in a series of continuing victories for the Communists and disasters for the Nationalist armies which stand between the Reds and the complete conquest of China. At the worst, it could be the beginning of the end of Chiang Kai-shek's China.



REFUGEES LINE UP ON MUKDEN'S "SOUTH FIELD" TO BOARD LAST OUTBOUND CIVIL TRANSPORTS. TRAIN IN BACKGROUND IS CARRYING SOLDIERS TO PORT OF YINGKOW



CHINA'S LIFELINE in the north is the Nationalist corridor (white on map) which lies between the shaded areas of Manchuria and northern China, where the Communist armies are largely in control. Around and east of Peiping, General Fu Tso-yi with some 350,000 Nationalist troops awaits the massed onslaught of Manchurian Red armies.

POCKET STRATEGY FAILS IN MUKDEN

The loss of Mukden with its arms, machine-tool, and locomotive factories was the climax but unhappily not the end of Nationalist reverses which imperiled Chiang Kai-shek's whole strategy of northern defense (see map). That strategy had committed hundreds of thousands of Nationalist troops to the pocket defense of such cities as Mukden, Changchun to the north and Chihnsien to the south of the capital, and of similar strongholds south of the Manchurian border in North China. All were in areas largely occupied by Communist armies. The strategy was supported by most and urged by some U.S. advisers, notably including ECA planners who felt that the industrial assets of Manchuria and North China were essential to an effective American aid program. To Chiang, this policy seemed to offer the only means of protecting central and south China against full-scale Red invasion.

Last September strong Communist armies began to pick off the Nationalist cities—Tsinan in north China, then Changchun and Chihnsien in Manchuria fell one by one. With them and Mukden went at least 400,000 men including some of Chiang's best troops. Last fortnight Chiang himself flew to Peiping and took command on the Manchurian front. The Gimo successfully directed the capture of the port of Yingkow, which may now be Mukden's Dunkirk, and ordered some 200,000 troops defending Mukden to withdraw southward. But the Communists closed in and stepped up the pressure on the evacuation (above and right). This week they had encircled Hulutao, and below the border closed upon the important city of Taiyuan, which is second only to Mukden as an arms and munitions center. Assailed by some of his own generals with criticisms of his strategy and demands for men and materials, which he did not have, the Generalissimo last week-end returned to Nanking from panicky Peiping.



MOST OF THE TRANSPORT SPACE WAS RESERVED FOR FLEEING TROOPS, AND ONLY A LUCKY MINORITY OF GOVERNMENT EMPLOYEES AND OTHER CIVILIANS GOT TICKETS



AMERICAN PILOTS ON MUKDEN RUN REST AND TAKE CHOW IN TIENTSIN MESS-TENT



AIR LIFT PASSENGERS HUDDLE WITH THEIR FEW POSSESSIONS IN UNHEATED C-46



FUR-COATED REFUGEE awaits transportation from Mukden to Tientsin, which is already over-crowded with Chinese trying to get sea or airplane passage southward.

Fall of Mukden CONTINUED



COMMANDER IN MUKDEN, General Wei Li-huang (center) outlines his plans for the city's evacuation to Lt. Gen. Chou Fu-cheng (right) and Lt. Gen. Chao Chia-hsiang.



SMOKING BRAZIER of street food-vendors plying trade at 10° below zero send vapor into the cold air. Thousands ate as they stood in streets near the railway station.



CROWDED STREET near railway station is only busy place in the "ghost city." Despairing would-be refugees mill around by day and sleep in open doorways at night.



EMPTY STREET was formerly a Mukden thoroughfare. The only big store still operating is a Russian-owned department store which is staffed and ready for new business.



RED ARMY MEMORIAL, looming above the railway station, reminded the shivering refugees of the real power behind the Chinese Communist victories in Manchuria.

This shaft was erected during the nine-month Russian army occupation immediately after V-J-day, when the city's factories were systematically stripped of their machinery.

THE DIXIECRAT VOTE

IT DOES NOT PORTEND ANY IMMEDIATE POLITICAL CHANGE

Probably the strangest—and most welcome—portent of the election is the difficulty of reading any long-term portent into the Henry Wallace and J. Strom Thurmond third-party movements. When Bryanism and Bull Moose insurgency were the dominant maverick impulses in our political life, they foreshadowed important changes in national legislation. But all that Wallace has proved is that a mere handful of Americans can be deluded by brummagem slogans of "peace" and "plenty" into supporting the effort of a foreign power to sow dissension among us. As for the Dixiecrat disturbance, it is somewhat more complex and enigmatic. But the very difficulty of analyzing it down into a set of durable meanings would seem to prove it a "one-shot" phenomenon.

The Southerners themselves have seemed rather mystified by the States' Rights Democratic party. Just before the election a number of Dixie editors were polled by a news service on the subject of Thurmond's presidential candidacy. Of those who answered the poll an even 90% concluded that the States' Rights party would die soon after the first Tuesday after the first Monday in November.

Does the record of the Dixiecrat campaign mean that "white supremacy" must forever call the tune in Southern politics, with the States' Righters eternally giving the pitch? If so, then such items as the admission of the Negro's right to vote in the South Carolina primaries are eddies on the margin of a stream that is flowing backward. But the stream is not flowing backward. In spite of the resurgence of Talmadgism in Georgia, it is impossible to believe that the movement to widen the franchise in the South can be stopped.

Undoubtedly the Dixiecrat movement has turned entirely on Southern pride—if changes are to be made in the South's social structure, most Southerners, whether liberal or conservative, would prefer to make them for themselves, without federal prodding. But to keep the federal government off their necks Southerners must retain their Democratic committee seniority and power of maneuver in Congress.

This means that they cannot afford a permanent break with the official Democratic party organization. The Dixiecrat leaders have been aware of this from the start; hence their insist-

ence that they were merely rejecting Harry Truman, not Harry Truman's party.

By analyzing the Thurmond movement down, one is compelled to proclaim it a transient thing. But this does not quite dispose of it. The really significant item in the poll of the Southern newspaper editors is the 23% who answered "yes" to a second question: "Do you think a merger of States' Rights Democrats and the Republican party is possible?" In Texas 61% of the editors envisaged a future for the States' Rights movement under a Republican banner.

This Texas response leads one to an interesting field for speculation. The Southwestern states, as distinct from the "old" South, have been having a terrific economic boom. Part of the wealth of Texas is in tideland oil, over which the states and the federal government have been contending. If Texas money forces its way eastward along the Gulf coast, as it shows indication of doing, the States' Rights issue may do much to prepare the way for the growth of an effective second party throughout the South. In which case the Dixiecrats will have unwittingly done something for the political health of a region.

THE RUSSIAN LAND

SOVIET SOIL CONSERVATIONISTS HAVE YET TO MATCH OUR OWN

Just on the heels of the great "cry havoc" speeches of certain U.S. conservationists, who have been proclaiming in recent months that the American earth is eroding and blowing away, the Russian government has seized the propaganda bit in its teeth by announcing that it intends to put "millions and millions" of men to work on a 15-year job of reclaiming 300 million acres of Russian land. The Soviets paint a glowing picture of great shelter belts of trees stretching around the upper Caspian Sea to keep the hot Asian desert winds from searing Ukrainian wheat. Quite literally the Russians propose to "plan and transform nature," to temper the hot winds to the shorn muzhik. It is a dazzling and grandiose idea.

The internal propaganda reason for the Soviet announcement is obviously to take the peasant's mind off his own misery. During the war many Red army footsloggers from the Russian countryside had a glimpse of the richer, more individualistic peasant cultures of Romania and eastern Germany. Going back to the rigors of life on a Siberian collective, the Russian soldier must remember his wartime meals with envy. As for his brothers who stayed at home, they have their own memories of herculean farm labors made doubly necessary by Nazi seizure of Ukraine fields. Both returning soldier and stay-

at-home farmer desperately need the shot of hope which news of a plan to transform the steppes into a beneficent paradise is designed to provide.

But it is especially as a matter of practical agriculture that Russian conservation measures are needed. The fact is that the Soviets have been letting their environment go to the devil. In the early '30s the kulaks, Russia's most competent farmers, killed their cows and horses to keep them from being seized for the collectivization program. This was more than the destruction of meat; it was also the destruction of a decade's supply of animal manures, which are so useful in maintaining the granular structure of soil. Following hard upon the liquidation of the livestock there came the liquidation of the kulaks, the possessors of Russia's prime agricultural know-how. And before new generations of cows and competent farmers had had a chance to grow up, the war descended on the land of villages.

The collectives which remained beyond reach of the Nazis worked a patriotic miracle to feed Russia during the war years. But a post-war letdown must have ensued, for the purgers have been busy recently on the farms. In 1947 Politburo Member Andrei Andreyev reported that "2,255,000 cases of misappropriation of collective farm land have already been established, covering 11,750,000 acres."

The Kremlin naturally prefaced the announcement of its plan by saying that capitalism is incapable of "transforming" nature. Actually, however, the capitalist U.S. has been doing a great deal to re-create its environment. Our writers on conservation have chosen to stress the negatives of their campaign: washing soils, the indiscriminate slashing of forests. But the positives have been there all the time. Where the Russians plan to build 45,000 reservoirs in the next 15 years, the U.S. has completed 108,000 reservoirs and farm ponds in the past 15 years. Contour plowing has become the rule on 16 million acres of hilly American earth.

In the old days those native American radicals, the Wobblies, used to chide capitalism with offering "pie in the sky when you die." But the recent record shows that U.S. democratic processes and individual farm ownership have combined to provide more and more pie right here on earth. Meanwhile the Russian government has had to promise the peasant pie 15 years from now. The Wobblies should serenade the Kremlin with their song, for Stalin has become the greatest pie-in-the-sky artist since the Pied Piper of Hamelin.

PICTURE OF THE WEEK: ➡

A New York City motorist can be loosely defined as a small body of protoplasm completely surrounded. He sometimes finds his front bumper overlapping the rear bumper of the car ahead, and his own rear bumper over-

lapped in turn from behind. He is usually the width of a razor blade from the car at his right, and on the left cars nudge his elbow as they whiz by in the opposite direction. Thus LIFE Photographer Cornell Capa, driving to Man-

hattan from La Guardia Field, was not at all surprised by the 10-car pile-up on the opposite page. He jumped out and took a time exposure, with the streaks of light showing the headlights of the rest of the traffic streaming by.



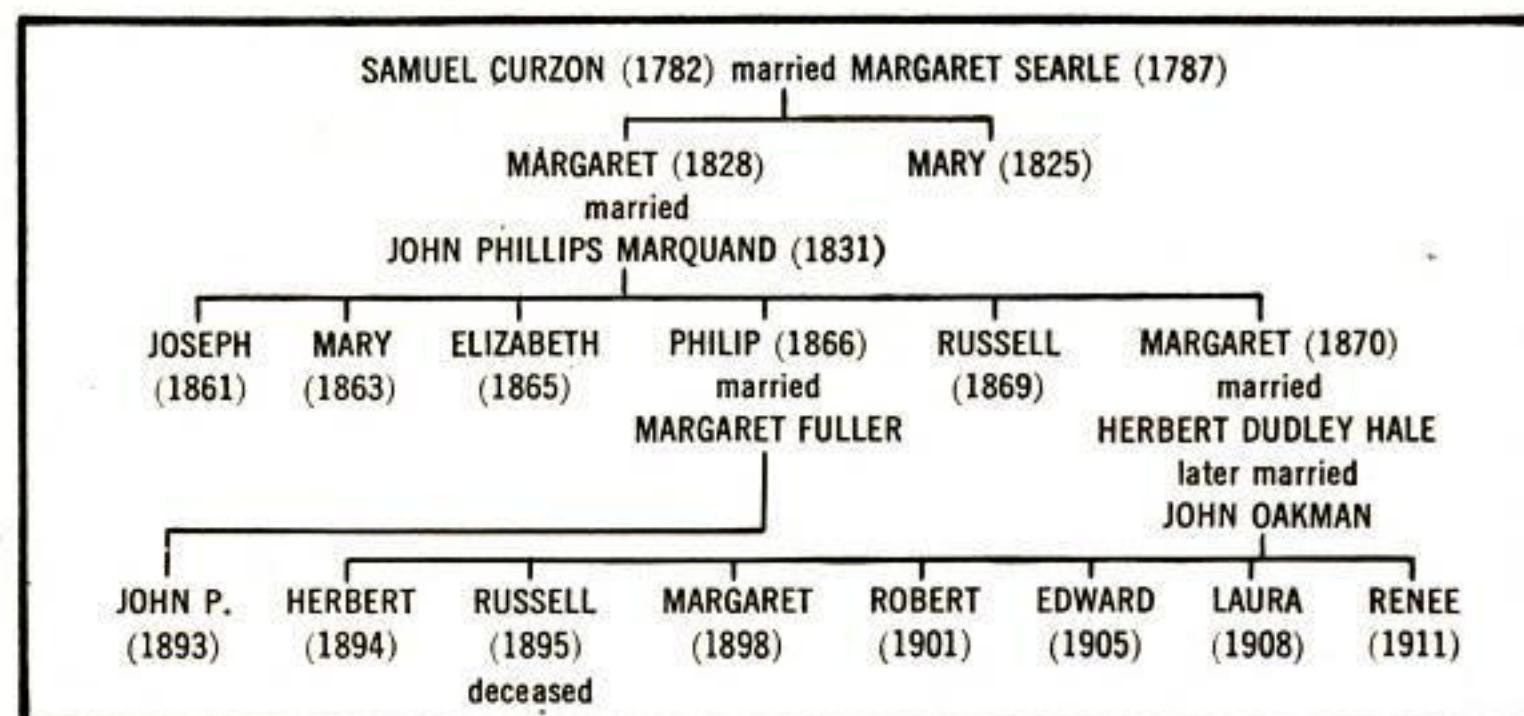
SATURDAY NIGHT ON A NEW YORK PARKWAY:
TWO CARS CRASH AND EIGHT PILE UP BEHIND



THE HALE COUSINS CLUSTER ON THE SPOT THEY BELIEVE IS "WICKFORD POINT"



OLD GRISTMILL built in 1846 beside the Artichoke River is one of the estate's most attractive features. John Marquand lived in it while he was writing *Wickford Point*.



THIS IS THE GENEALOGY OF THE SEVEN COUSINS

TROUBLE AT WICKFORD POINT

Cousins who claim to be John Marquand "characters" squabble with the author over the ancestral estate

In 1939, when John P. Marquand published *Wickford Point*, a satirical novel about an eccentric and decadent New England family, he prefaced it with the usual hedge: "No reference is intended to any actual person, living or dead." No one sued him. But six of his cousins (genealogy above)—all save one named Hale and descendants of patriot Nathan Hale—were mightily offended. Although Marquand denied it, the Hales claimed that *Wickford Point* was really their ancestral Massachusetts estate "Curzon Mill," a 47-acre property near Newburyport, which they own jointly with Marquand. They also noted a clammy familiarity about the Brill family of which Marquand had written. Up spoke Renee Oakman Bradbury (*opposite page*), a former model, four times married, who collects birds, including a bluejay which she says talks to her. "Why, I'm Bella Brill the Bitch," said Mrs. Bradbury. The other cousins also thought they saw their portraits in *Wickford*, and none was pleased. "But we still like John," they said.

Last week the cousins' liking for John, and his for them, was wearing very thin. They were all in court, although not over the novel. They were squabbling over Curzon Mill. The estate, which contains two fine old houses and an old gristmill (*below, left*), has been divided by ancestral wills into many shares of different value. Marquand owns about 19% of the property, the embattled cousins about 38%. The remainder is owned by Marquand's 82-year-old father (*opposite page*), a quiet old gentleman who takes little interest in the battle. In order to gain control of the whole place, Marquand has petitioned the court to order an auction sale. At week's end the court had come to no decision. The judge was off examining the estate and perhaps pondering the passage in *Wickford Point* where Marquand wrote, "There was one good thing about the family; at the last moment we could all pull ourselves together and behave quite well."



THE YELLOW HOUSE is one of the two large dwellings at Curzon Mill. Marquand and his cousins spent their childhood here, still return annually during the summer.



THE EMBATTLED HALES, at Curzon Mill, talk over their day in court. From left foreground counterclockwise they are: Margaret Hale Thorne, Laura Marquand Hale, Thomas Hale, Patterson Hale, house guest Eleanor Wheeler, Mrs. Robert B. Hale, Mrs.

Renee Bradbury. The cousins believe that their mother, the late Margaret Hale Oakman, was Cousin Clothilde in *Wickford Point*. They also think Marquand satirized Laura Hale as Mary Brill and that Mrs. Robert Hale's husband (not shown) was Sidney Brill.



AUTHOR JOHN MARQUAND, emerging from Salem probate court after a hearing, is cheerful and confident.



FATHER PHILIP MARQUAND, a retired engineer, is content to let his son, nephews and nieces fight it out.

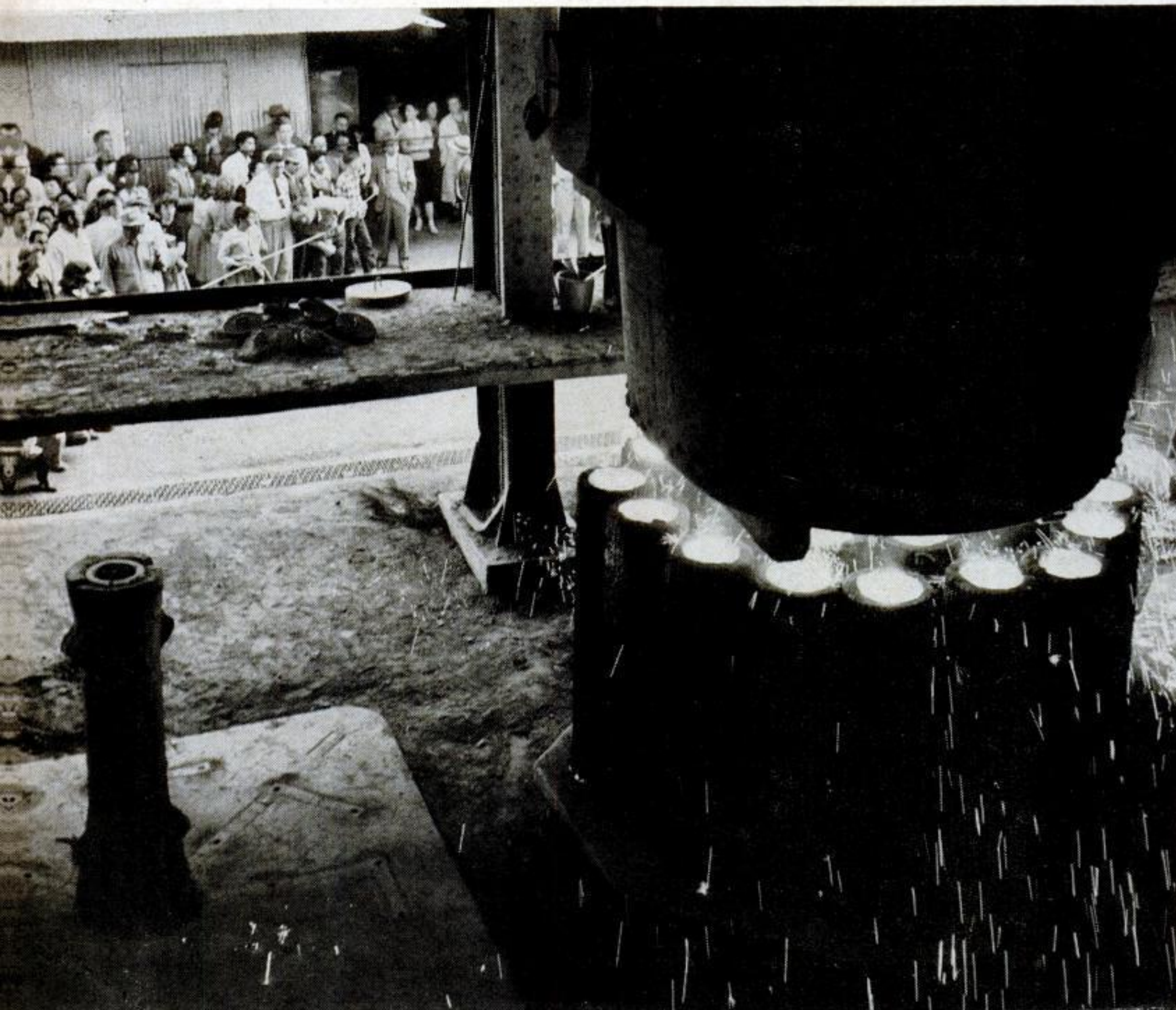


COUSIN RENEE BRADBURY says that she is Bella the Bitch. She was a Powers model for several years.



WORKMAN AND PRESIDENT chat beside one of the big new temper mills. George Mangues (*left*) and Ben

Fairless discovered they were born 30 miles apart in Ohio, believed that they remembered seeing each other as boys.



SIGHTSEERS on open-house day watch molten steel being poured into cylindrical ingot molds in a shower

of sparks. Nearly 15,000 people, including practically all nearby relatives of workmen, inspected the giant plant.

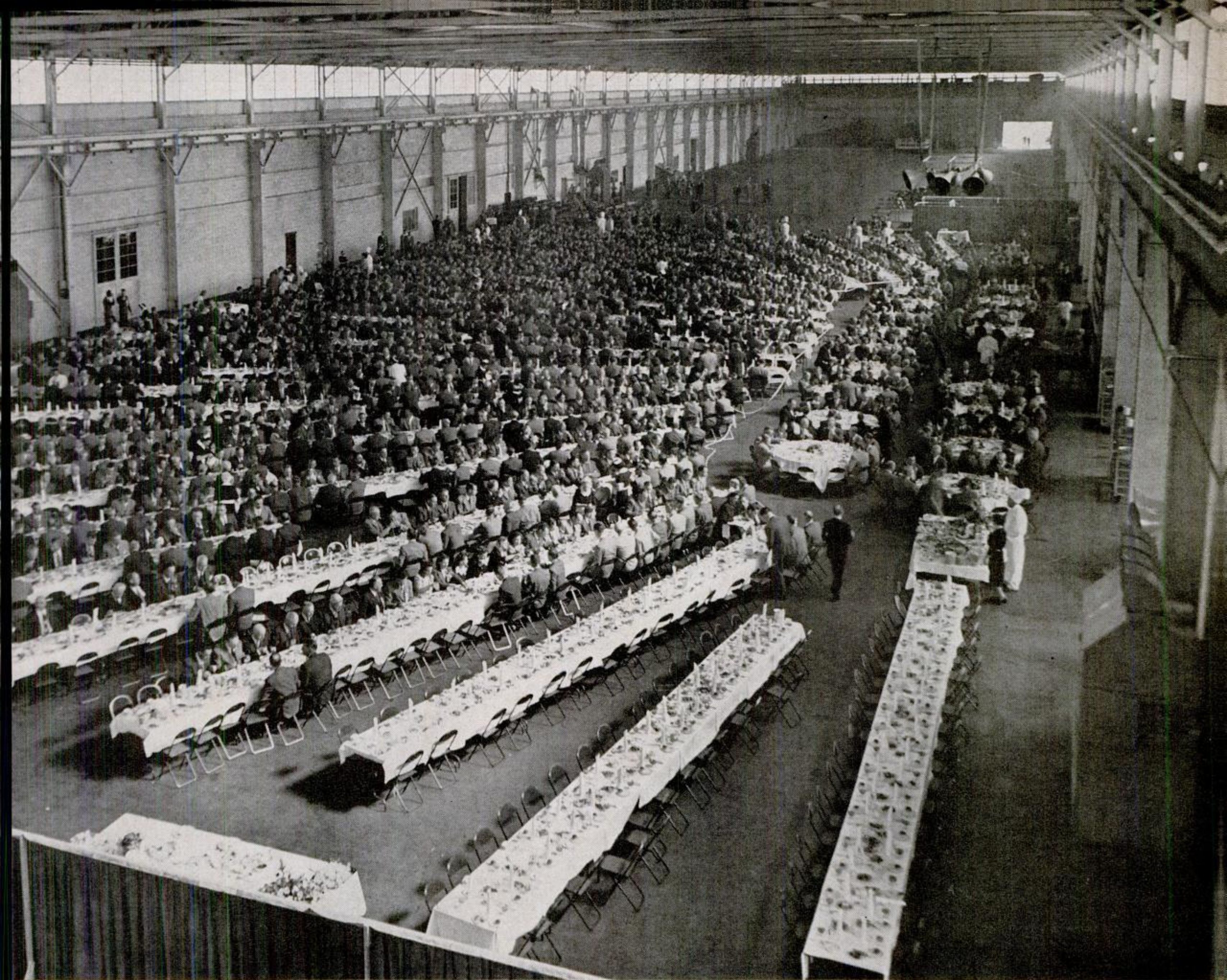


AT NEW CALIFORNIA PLANT 1,977 CUSTOMERS AND

"BIG STEEL" MEETS

New \$25 million California plant is opened with a \$20,000 lunch

On the flat waterfront of Pittsburg, Calif., just a short towboat ride up the bay from San Francisco, U.S. Steel's brand-new \$25 million sheet and tin plate mill was ready to start rolling. This called for a celebration and Big Steel, which has sometimes been accused of neglecting the West Coast, was only too glad to provide it. Out to the coast went all the directors, thus providing Californians and photographers with a rare grouping (*right*). At a cost of \$20,000 and immense worry over logistics problems, the company threw a 2,000-plate luncheon right in the plant (*above*) and then took the guests—all West Coast dignitaries—on a guided tour over the 24 acres of floor space. The next day was open house for the families of workmen and the plain citizens of Pittsburg. Guests were asked to leave their children at home but the company thoughtfully provided a fully equipped nursery anyway.

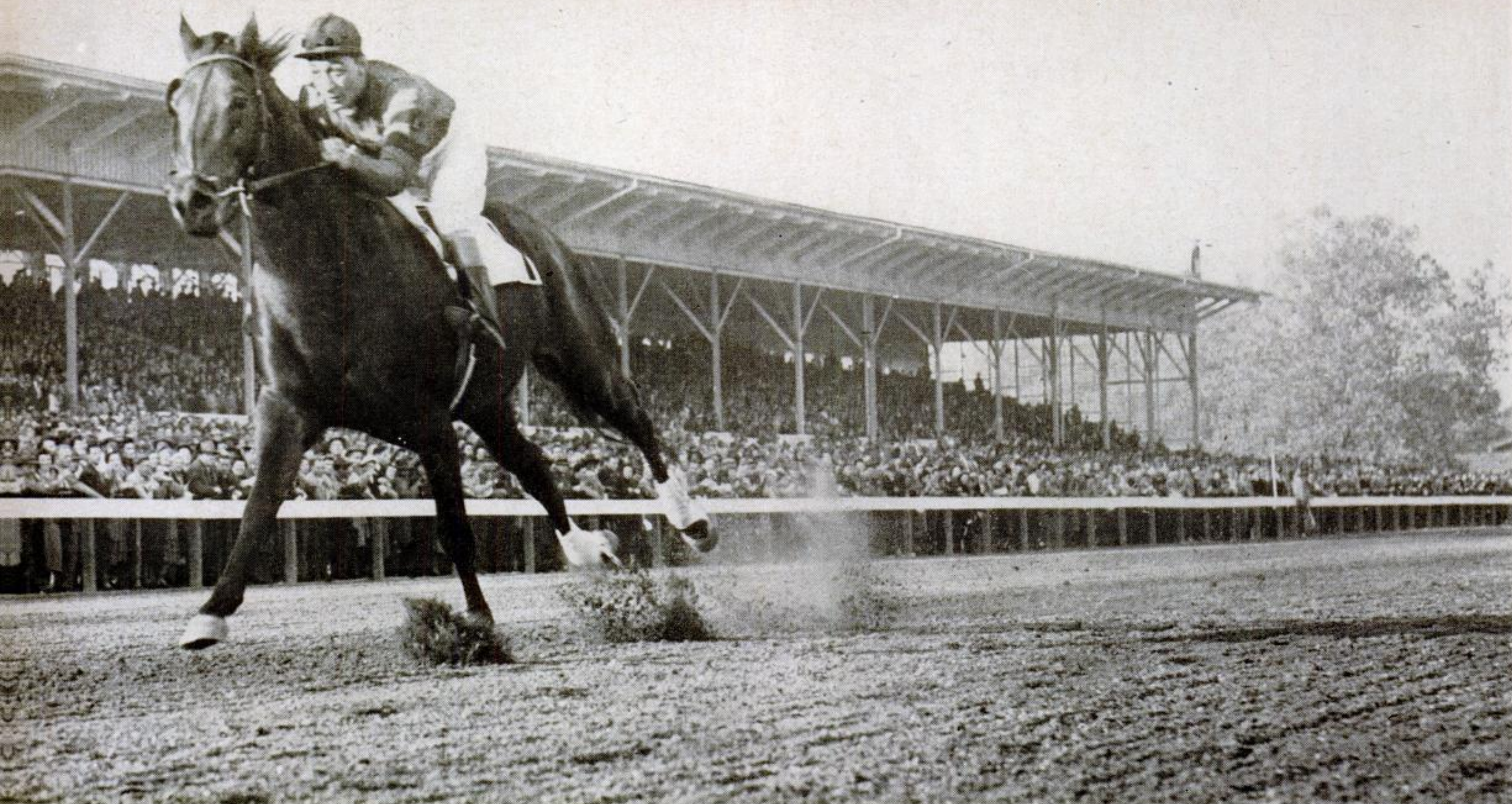


GUESTS OF U.S. STEEL SIT DOWN WITH THE DIRECTORS FOR AN EXPENSIVE LUNCHEON. THIS ROOM WILL SOON BE USED AS A WAREHOUSE FOR FINISHED TIN PLATE



U.S. STEEL DIRECTORS stand outside plant. From left are P. R. Clarke; Alden G. Roach, new president of the West Coast subsidiary; A. M. Anderson; G. A. Sloan; E. N.

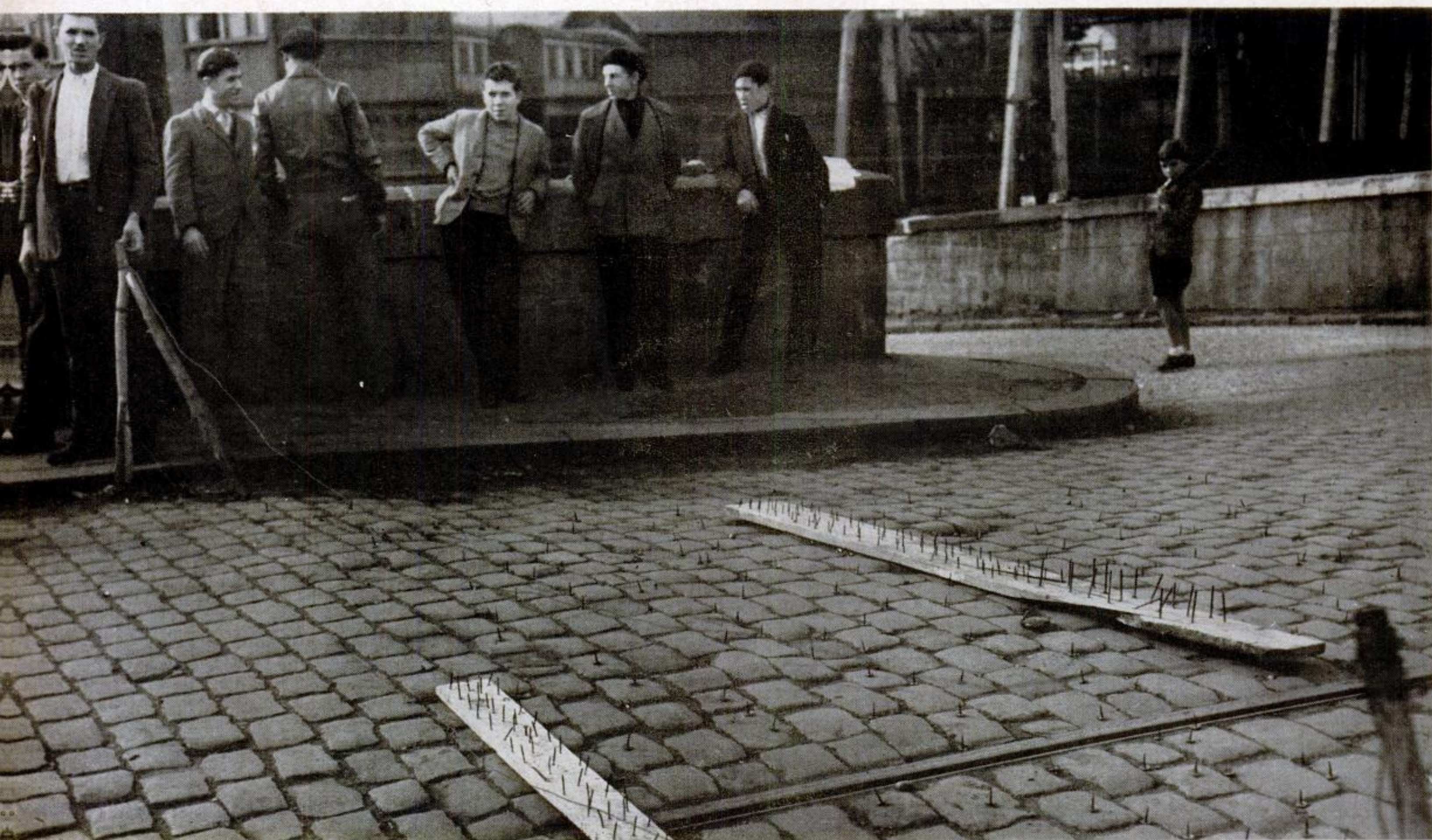
Voorhees; Chairman of the Board Irving S. Olds; President Benjamin F. Fairless; J. L. Perry; W. A. Irvin; R. C. Stanley; Sewell Avery; A. C. Nagle, and Walther Mathesius.



AN EASY \$10,000

In the Pimlico Special, a winner-take-all race, no other horse wanted the thankless, payless task of chasing the great Citation around the track. So Citation went out and earned \$10,000 for galloping

around all alone—and this photograph of the finish shows a horse-racing rarity. Now it will be an even greater rarity if photographers can catch Citation crossing a finish line with other horses still in sight.



WANING STRIKE

In France the Communist-led coal strike, which for the past month has almost nullified France's ERP gains, was waning. Strikers still loitered at nail-studded barricades (*above*) set to halt traffic

in the St. Etienne area, but the tide had turned. Troops had taken over 75% of the mines, and miners had started back to work. By week's end 60,000 of some 300,000 miners were back in the pits.

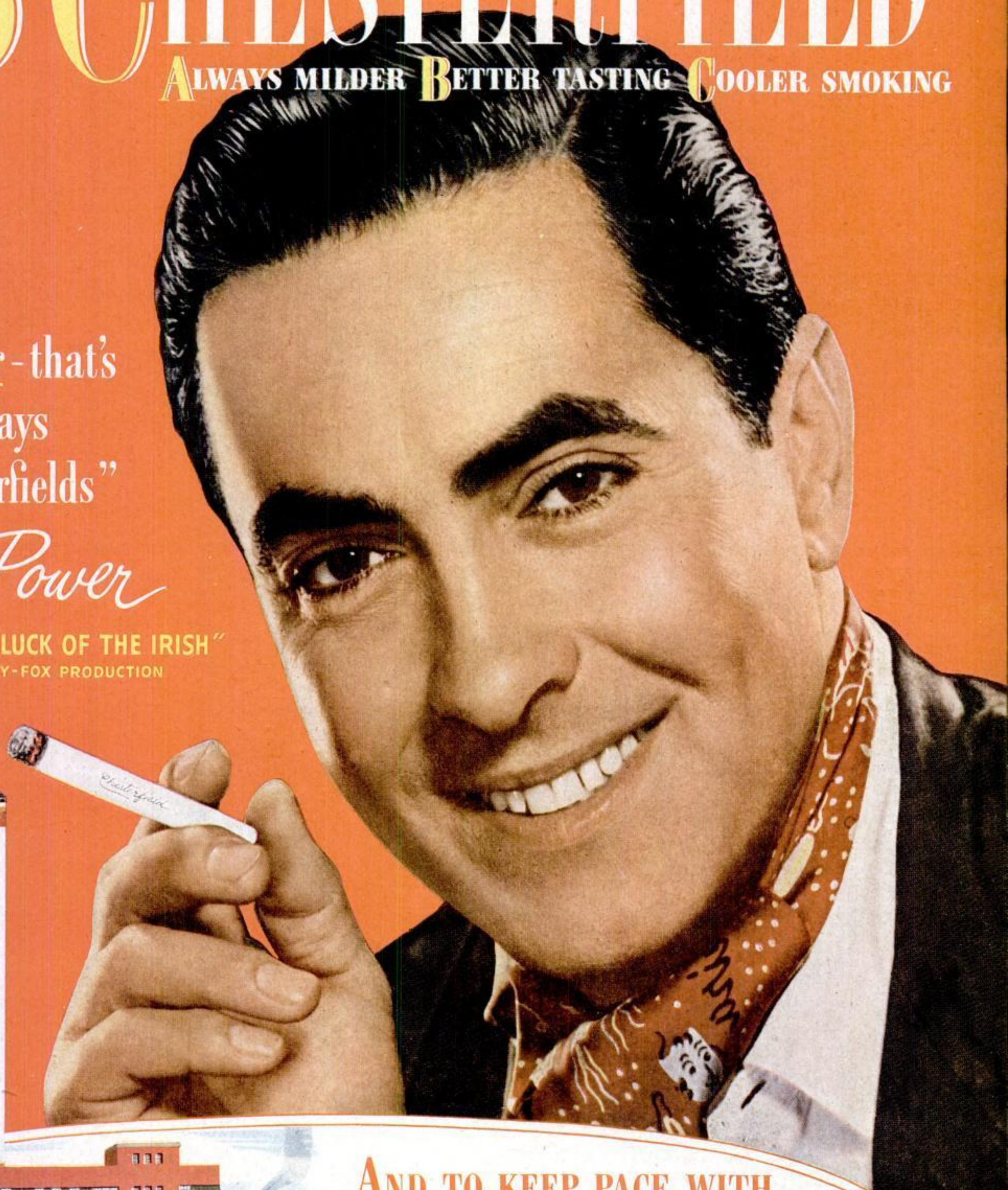
ALWAYS BUY ABC CHESTERFIELD

ALWAYS Milder BETTER TASTING COOLER SMOKING

"They're Milder - that's
why I always
smoke Chesterfields"

Tyrone Power

STARRING IN "THE LUCK OF THE IRISH"
A 20TH CENTURY-FOX PRODUCTION



AND TO KEEP PACE WITH
THE EVER-INCREASING DEMAND
Chesterfield is building another factory

- it's large - it's modern and in the very heart
of Tobaccoland where the Chesterfield Factory
group and tobacco-ageing warehouses
are already "A city within a city"

SO MILD they Satisfy Millions SO MILD they'll Satisfy You



23188



23217



23150



23203



23221*



23165

From the Necktie Super Market. These remarkable direct color photographs show 12 style leaders from the mail order house which sells ties to the business and professional men of the U. S. From practically every city and town men send for ties to Haband in Paterson, N. J. and these 12 are the current favorites. Some have wondered why men send to Paterson year after year for them when other good ties can be bought just around the corner almost anywhere. The answer lies right here in these pictures. Excellent good taste is combined with well chosen patterns and exceptional color-



ing. And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon one quality.



Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up with their suits and shirts in full con-

fidence that there will be no let down when they see the actual ties, cut from today's standard rayon fabrics to regulation shape and length and expertly finished to the last detail. If you would like to get acquainted further with them, you need feel no hesitation in ordering a set, for Haband is vouched for by all usual commercial agencies and is probably known by some of your friends and neighbors—most certainly by your own Postmaster.

*Nylon



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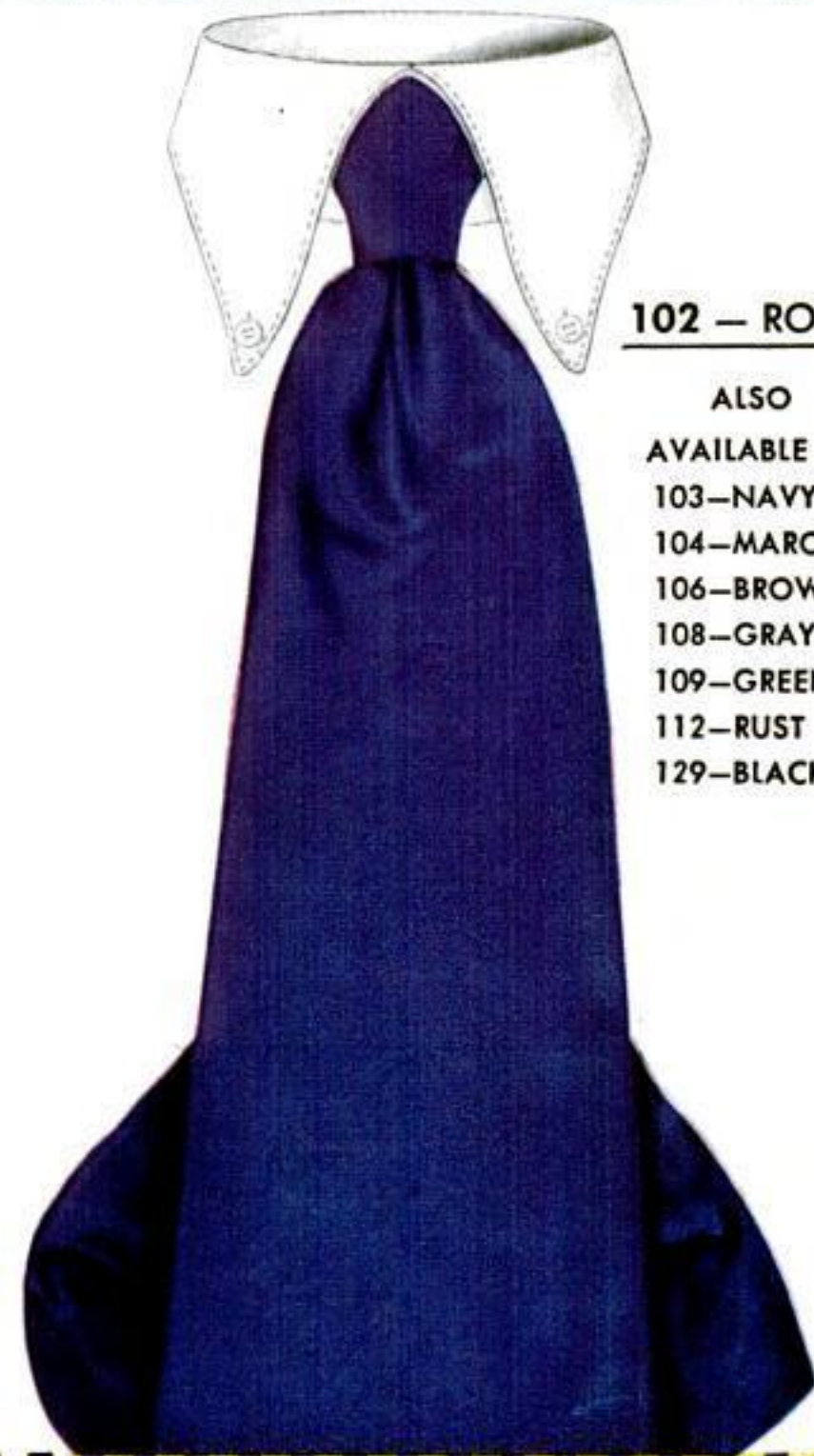
23161



23189



23149



102 — ROYAL

ALSO
AVAILABLE IN
103—NAVY
104—MAROON
106—BROWN
108—GRAY
109—GREEN
112—RUST
129—BLACK

\$1.10 per tie

—We pay the postage—

3 for 3.30

Minimum Mail Order

A Season's Supply

5 for 5.50

plus Desk Calendar FREE

HABAND COMPANY, Paterson 4, N. J.

You may send me the _____ ties I have listed and for which I enclose herewith,

a \$ _____ remittance.

It is understood that if upon receipt of ties, I find any that I don't want to wear I can return them and have my money refunded promptly and without question.

Name _____
(Please Print)

Street _____

City _____ Zone _____ State _____

CHECK CHOICE BELOW

23188 ☐ 23203 ☐

23217 ☐ 23221 ☐

23150 ☐ 23165 ☐

23222 ☐ 23189 ☐

23193 ☐ 23149 ☐

23161 ☐

Solid
Colors _____

**REMITTANCE IN FULL
MUST ACCOMPANY ORDER**

No C.O.D.

Full price refunded if for any reason you don't want to wear the ties and return them to us.

**WE GUARANTEE
Immediate Delivery and
NO SUBSTITUTIONS**

Copyrighted material

Check off or Jot Down the Numbers you would like to wear and send them to the company with your remittance. The ties will reach you by return mail, bringing you a thrill and satisfaction because you will find them more than you expected in body fullness, color depth and dollars and cents value—none of which can be shown in any picture. But, if for any reason you don't want to wear them, you need only send them back to have your money refunded with equal dispatch. Economical handling requires a minimum order of 3 ties. But take 5, a season's supply, and receive with that order a timely gift of a 1949 Easel Type Desk Calendar. Or, with Christmas coming on, take every tie shown (12) plus the Desk Piece for only \$13.20.

BUY 5 TIES and get this FREE
ESQUIRE GIRL DESK CALENDAR—1949 approximately 5 1/4" x 6"—Easel Type Desk Calendar. Two tone imitation embossed leather frame. Separate calendar card or page for every month, and on each one a new picture in full color. NO ADVERTISING MATTER OF ANY KIND APPEARS ANYWHERE ON THIS GIFT.



Drinks practically label themselves...when you make them with Paul Jones. Each sip clearly says—"here's smooth-tasting Paul Jones...the whiskey that's first of all for flavor!"

FINE BLENDED WHISKEY. 86 Proof. 72½% grain



Paul Jones
FIRST OF ALL... FOR FLAVOR!

neutral spirits. Frankfort Distillers Corporation, N. Y. C.



CHINA FOR DEWEY

The oddest picture of 1948's U.S. Presidential campaign came from Peiping last week—too late to influence the election. A few homesick Americans were credited with organizing the parade pic-

tured above. Marching by the Forbidden City, the Chinese youngsters are carrying banners which, in Chinese and English, express gratitude to Dewey for his repeated pledges of determined U.S. aid.

It's Here! It's New!

WINDEX WAX^{for} GLASS!

IT'S MARVELOUS!
IT CLEANS THE DIRTIEST
WINDOWS IN
NOTHING FLAT!

YOU DON'T HAVE TO RUB!
IT WIPES GLASS
SPARKLING CLEAN!

MY SILVERWARE
SHINES LIKE NEW
NOW...YOU JUST WIPE
WINDEX WAX OFF!

IT'S ONLY 49¢ A PINT
AND A PINT LASTS
WEEKS AND WEEKS!

WINDEX WAX
(For Glass)

CLEANS-POLISHES
GLASS-PORCELAIN-
SILVER-OTHER METALS

THE DRACKETT COMPANY
MAKERS OF **Drano** AND Spray-Type WINDEX

The wonderful cleaner with 101 uses!

Wait till you see the cleaning chores in your house done *beautifully, quickly*, with no rubbing, no buffing! And all out of one can of the new WINDEX WAX for GLASS!

It's a brand-new product from the makers of Windex-Spray—the spray cleaner used by millions of women every day. It makes your biggest, dirtiest windows come sparkling clean! It shines and polishes silverware, copper, brass, chromium, porcelain like nothing you've ever tried!

LOW PRICE!

WINDEX WAX for GLASS is only 49¢ a pint! And watch it s-t-r-e-t-c-h! Because WINDEX WAX doesn't just *clean*—it leaves a gleaming *finish* on everything it touches—a finish film that sheds dirt, dust, and soot like magic!

Your dealer has it! Try a pint can today! Compare it with any other wax-type cleaner you've used! You'll always return for WINDEX WAX!

Made by the makers of Drano and WINDEX SPRAY



YOU MUST TRY IT!
WINDEX WAX
FOR GLASS!

Only
49¢
A PINT

Look at this list of WINDEX WAX WONDERS!

CLEANS

Windows
Mirrors
Glass Table Tops
Table Glassware
Picture Glass
Windshields
Light Fixtures
Silverware
Pewter
Refrigerators
Bathtubs
Tiling

Sinks
Stoves
Toasters
Irons
Bathroom Fixtures
Copper Fittings
Fireplace Fittings
Costume Jewelry
Glass Doors
Glass Ventilators
Chromium Fittings
Brass Fittings

and MANY MANY MORE!



Not for use on automobile bodies, floors and furniture



CLARENCE THE CAMEL PEERS FROM DOOR OF AN AMERICAN C-47 INTO FACES OF GERMAN DONORS WHOSE GIFTS INAUGURATE ANOTHER SERVICE OF THE AIRLIFT

AIRLIFT'S CAMEL

Clarence carries German gifts
to children blockaded in Berlin

The airlift to Berlin is not all grim duty. Newest proof of this is a camel named Clarence, who has lightened the job—and German hearts—by joining in the work of supplying Germany's blockaded capital. Clarence's story began when a U.S. flier, Lieut. Donald Butterfield, bought a young camel and a donkey in North Africa and flew them back to Germany. Using Clarence as a symbol, the Air Force organized a project to collect food and

other gifts from western German families for children blockaded in Berlin. They called it "Camel Caravan." Just when the ballyhoo reached its climax tragedy struck: the donkey kicked Clarence, breaking a leg. Clarence had to be shot. Butterfield rushed back to Africa and got another Clarence, who went to Berlin on Oct. 21 with the first 3½ tons of gifts. Only complication discovered so far: the new Clarence should have been named Clarissa.

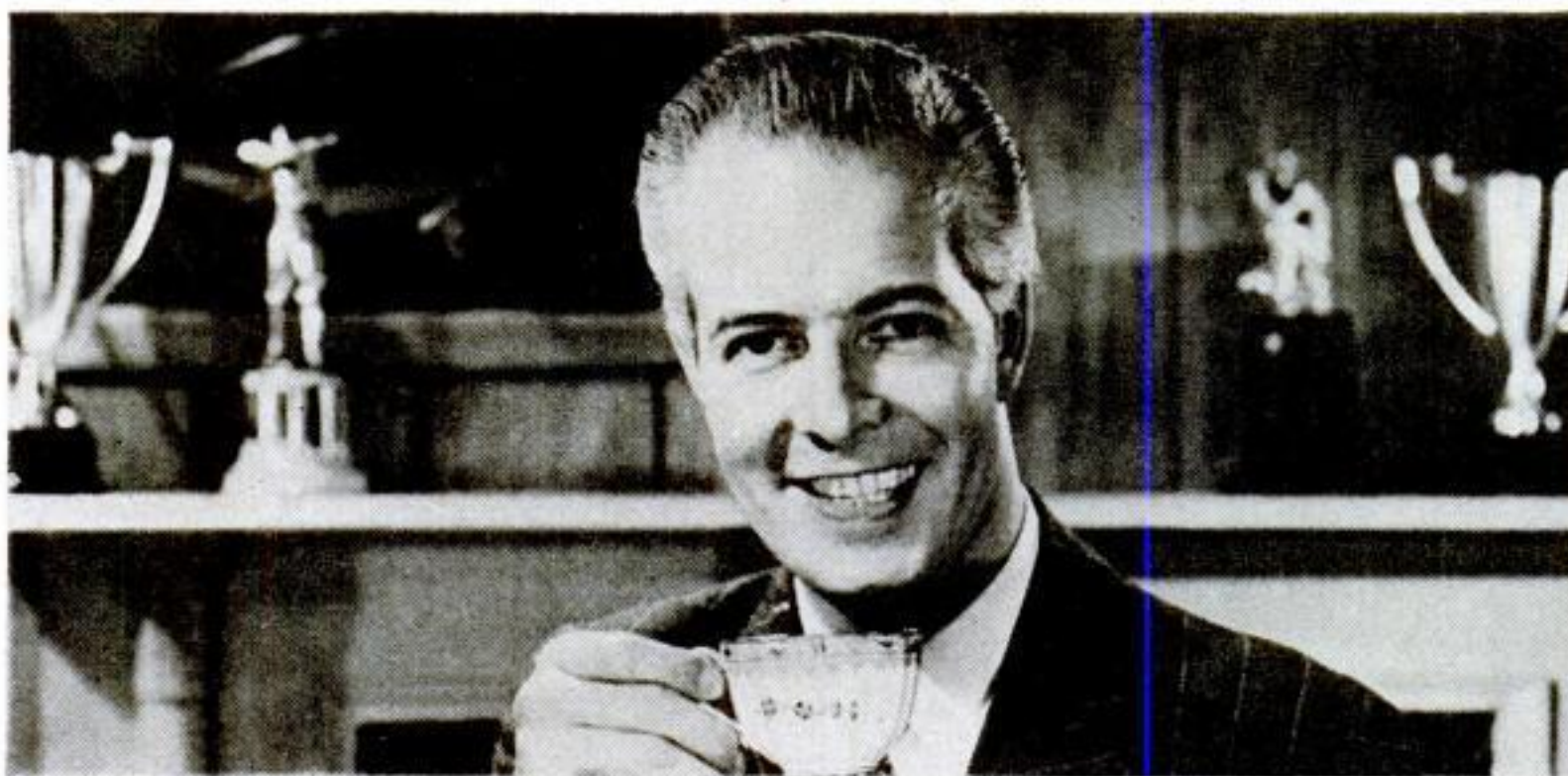
Men like this will be OVERJOYED!



So will all the many people kept awake, made nervous or jittery by the caffeine in regular coffee! For . . .

THE NEW IMPROVED SANKA COFFEE

—the “drink-it-and-sleep” coffee—now has a new, marvelous flavor to delight lovers of fine coffee! It has a truly wonderful taste—yet it's still 97% caffeine-free!



FINER FLAVOR in Sanka Coffee is due to a brand-new flavor-saving process . . . a miracle method of taking the caffeine out of the coffee.

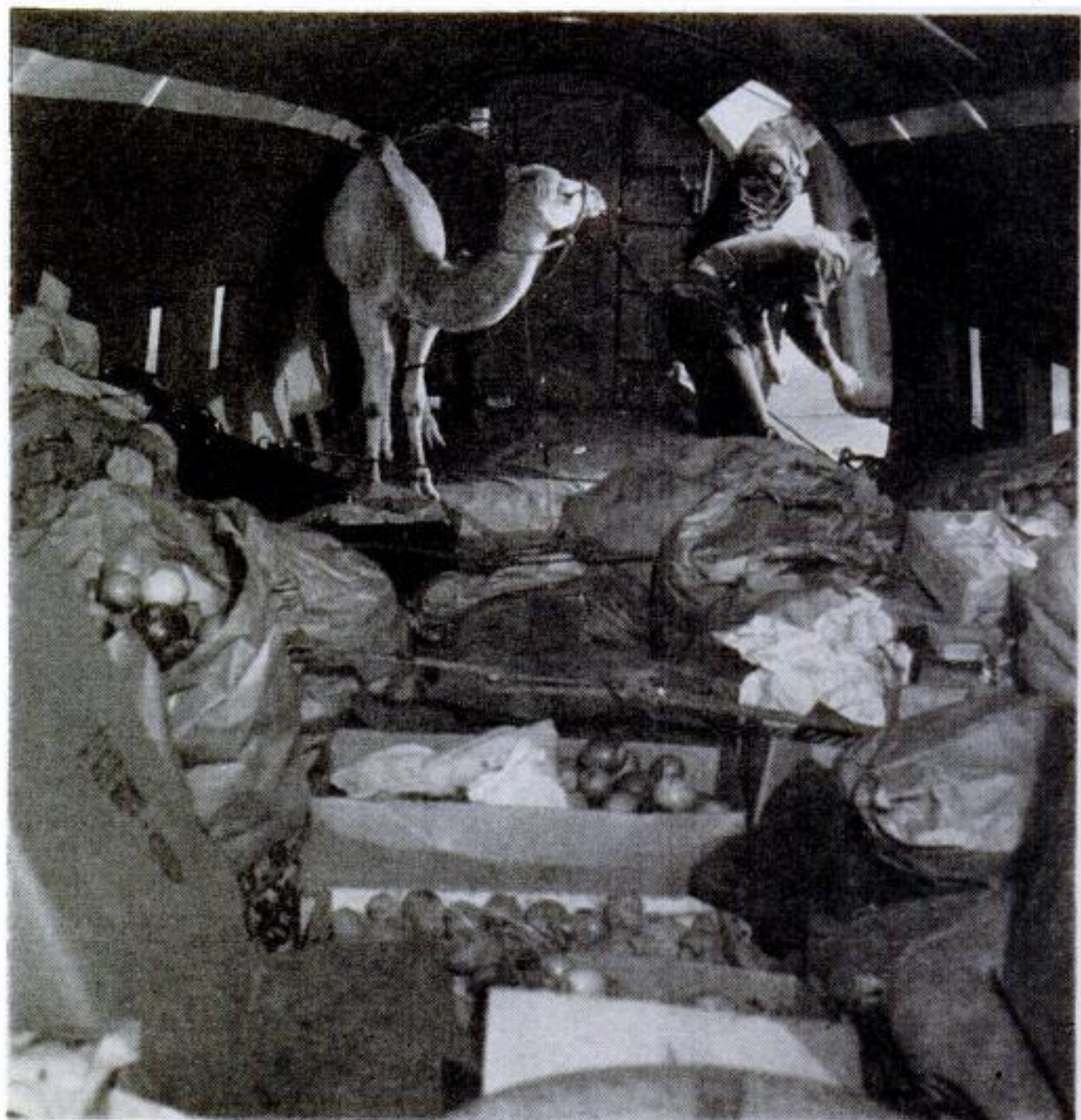
Try Sanka Coffee today. See for yourself what a great flavor-improvement has been made. Sanka comes in two forms: Ground for drip or percolator; Instant Sanka, made instantly in the cup. Products of General Foods.



Airlift's Camel CONTINUED



LEAVING WIESBADEN airfield, the camel's keeper, Lieut. Donald Butterfield, found it necessary to take away an apple which Clarence had filched.



APPLES AND CLARENCE dominate a load including candy, books, toys. After one trip Clarence's duty became to help canvass west Germany for more.



ARRIVING AT TEMPLEHOF, Berlin's biggest airfield, helpful Clarence gave German children the added thrill of a camel ride, plus a planeload of gifts.



Distinctively simple cabinet of deep maroon plastic completely encloses the RCA Victor 8R71, an exceptionally fine FM-AM radio. Phonojack for attaching record player is provided. (Also in antique ivory finish plastic, the 8R72, slightly higher.)

Musical Magic...

RCA Victor FM and the "Golden Throat"

RCA Victor engineers are perfectionists—and they've surpassed their own exacting standards in this new FM-AM table model! It's one of the finest of many outstanding values you'll find waiting for your choice at your RCA Victor dealer's.

You get, of course, brilliant performance for standard radio, with extra power, a big, supersensitive speaker... but wait till you

tune in Frequency Modulation! With RCA Victor's simpler, more sensitive FM circuits plus the tonal perfection of the "Golden Throat," you hear *pure music*, as though it were floating through a clear, moonlit sky... no static, no background noise to mar your pleasure. It's a completely new experience in listening! Hear and judge for yourself at your RCA Victor dealer's.

Exquisite, "Fine-Wood" finish enriches the plastic cabinets of these new RCA Victor FM-AM table radios. The characteristic graining is faithfully duplicated in the 8R76 (shown) of modern blond wood...the 8R75 of Butt Walnut...the 8R74 of Fiddleback Mahogany.



Only RCA Victor makes this perfectly balanced 3-Way Acoustical System. It gives you radio tone so rich, so true that in actual public tests even trained musicians could not tell the "Golden Throat" from an "In Person" performance.

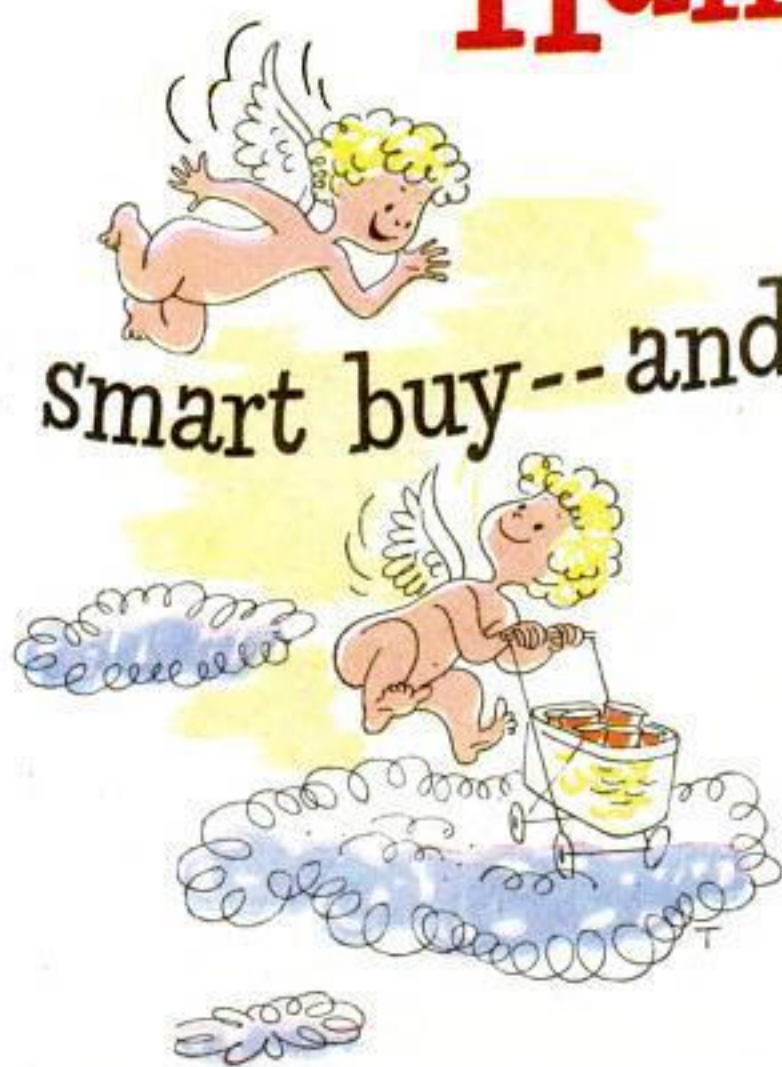
Tune in Robert Merrill, singing "The Music America Loves Best"... Sunday afternoons on NBC.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



Hunt's Heavenly Peaches

A smart buy--and here's why:



FIRST — wait till Pop and the youngsters taste Hunt's peaches! ...

Why, every one of these mellow peaches was *hand picked* for you, in a sunny California orchard. And then canned in *heavy* sugar syrup, the way you'd do at home.

SECOND — Hunt's peaches cost you no more, usually *less!*—than other brands you've bought. Yes, down-to-earth prices, for heavenly flavor.

So look for Hunt's red label at your grocers. Get Hunt's Heavenly Peaches for your money!



Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products
Hunt Foods, Inc., Los Angeles, California



PHYSICIST HOLDS TIGHTLY TO A CHAIN AS HAMMER, GRIPPED BY MAGNET'S IMMENSE FORCE, IS DRAWN TOWARD GAP BETWEEN ITS UPPER AND LOWER POLES

COLUMBIA CHRISTENS A BIG NEW CYCLOTRON

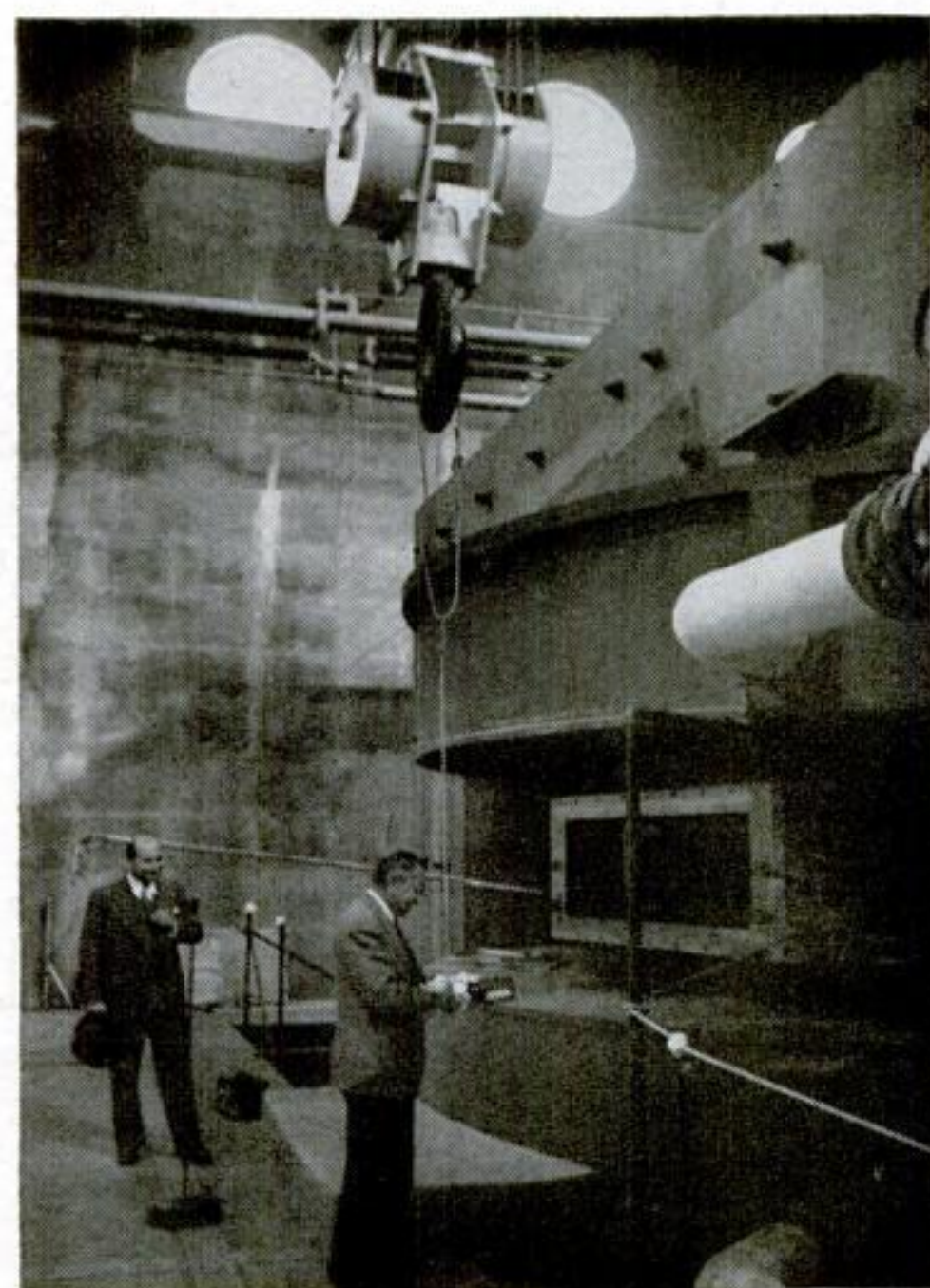


CHAMPAGNE BOTTLE is delivered by crane to Engineer Keough as moment of christening approaches.

Scientists take an afternoon off to invent games with its magnet

In a secluded brick building 20 miles north of New York City, Columbia University physicists assembled recently to witness a great event. Their brand new \$2-million cyclotron was to be christened and the power of its mighty magnet demonstrated for the first time (*above*). The huge machine, which contains as much steel as a destroyer, was nearing completion after two years of heavy construction and delicate adjustment. Soon it would be ready to start working its own kind of modern miracle: the creation, from great bursts of energy, of some of the particles of which atoms are made.

After the christening the magnet was turned on and, like kids exploring the possibility of a new toy, physicists swarmed around to see how hard it could pull. Some of them gathered handfuls of nails to be sucked into its maw. Others wrestled with metal sheets held in its powerful grip (*next page*). For the rest of the afternoon science stood still. Not until day's end were the scientists, thoroughly exhausted, willing to return once more to their serious occupation of taking atoms apart.



CHRISTENING is performed by Dr. I. I. Rabi. Behind him is Dr. John Dunning, head of cyclotron project.

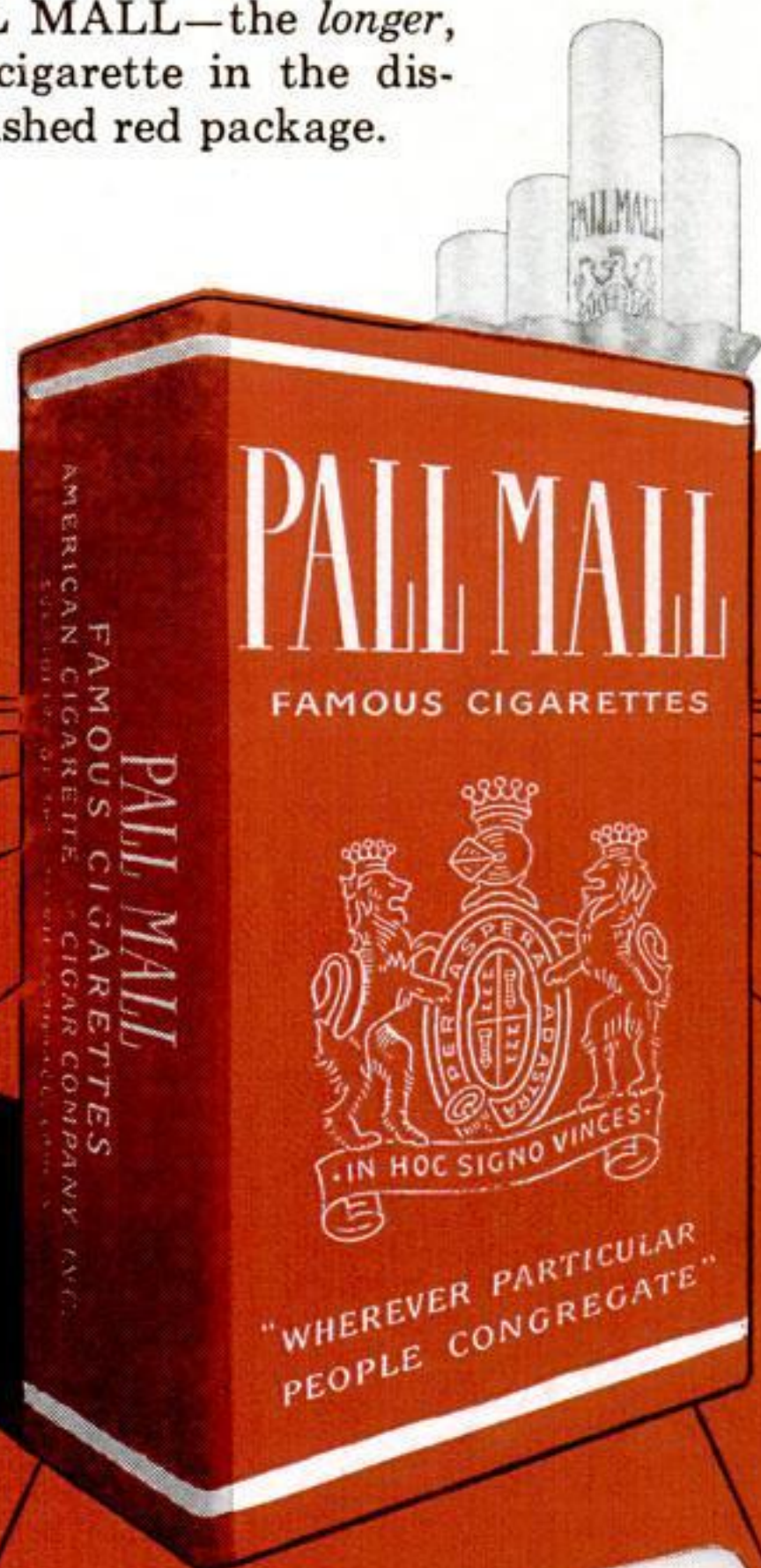


I've discovered the longer, finer cigarette

PALL MALL

PALL MALLS are good to look at—good to feel—good to taste and good to smoke. PALL MALL's greater length of traditionally fine tobaccos filters the smoke on the way to your throat—gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

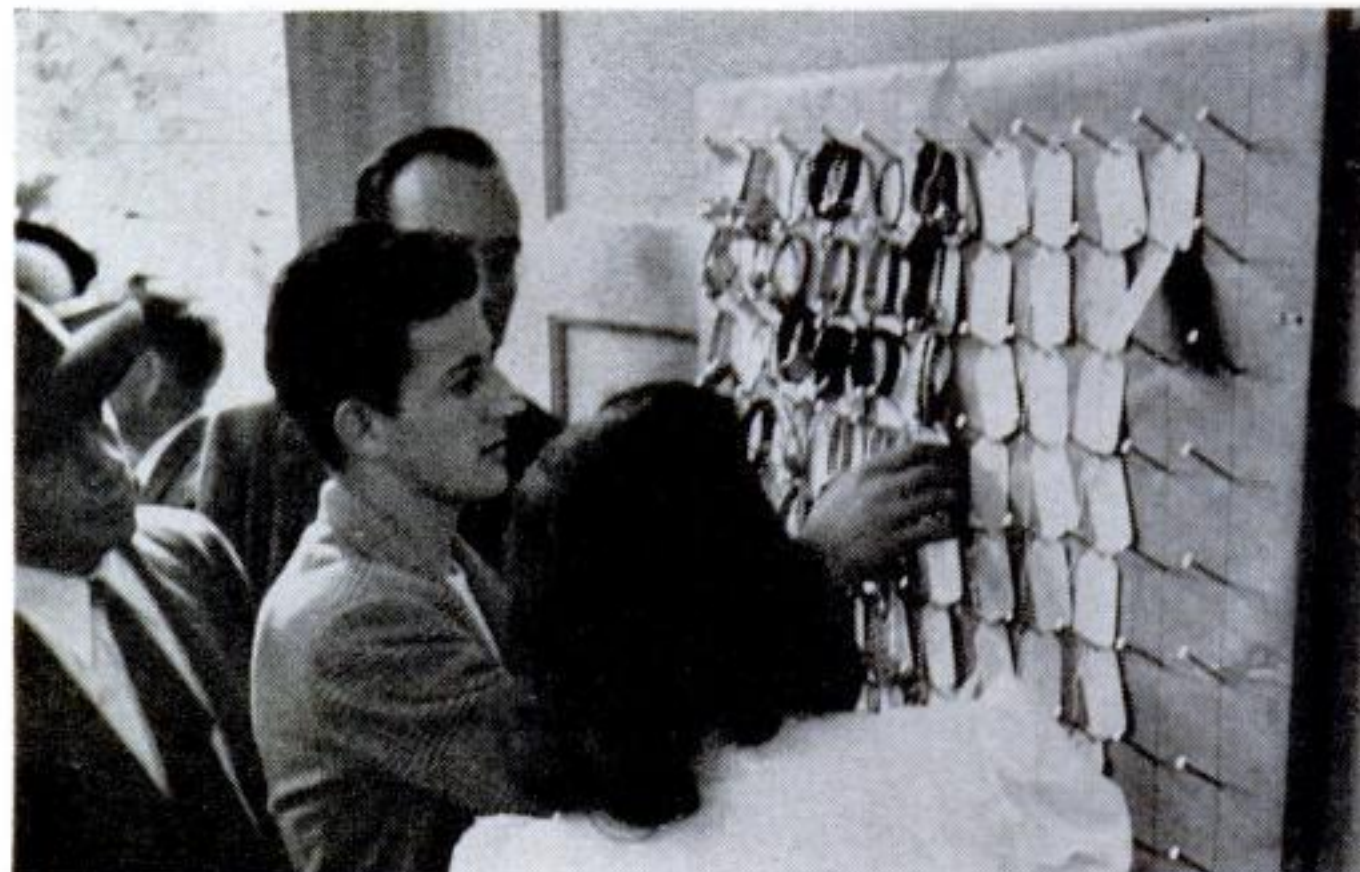
PALL MALL—the longer, finer cigarette in the distinguished red package.



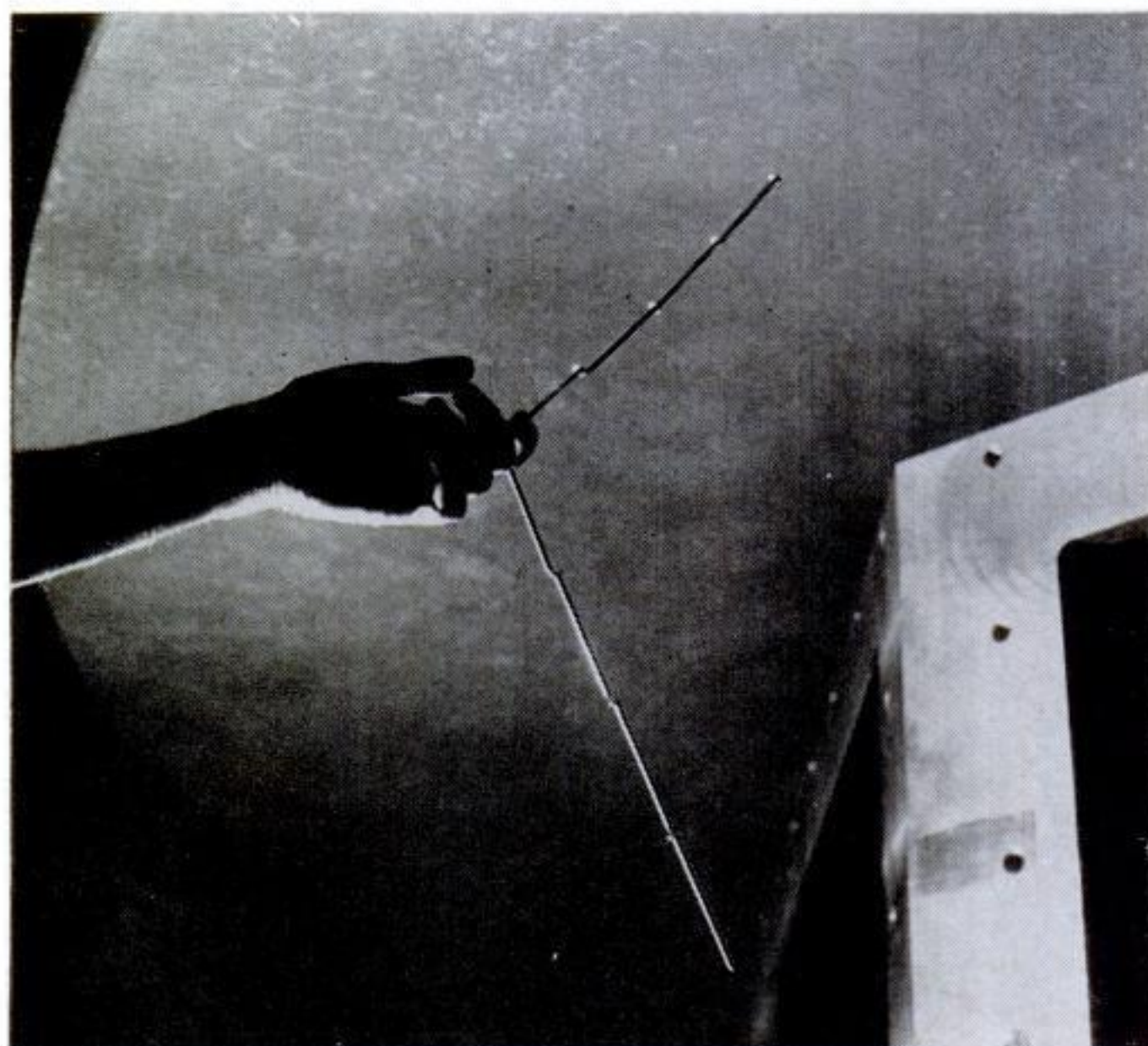
Outstanding...

AND THEY ARE MILD!

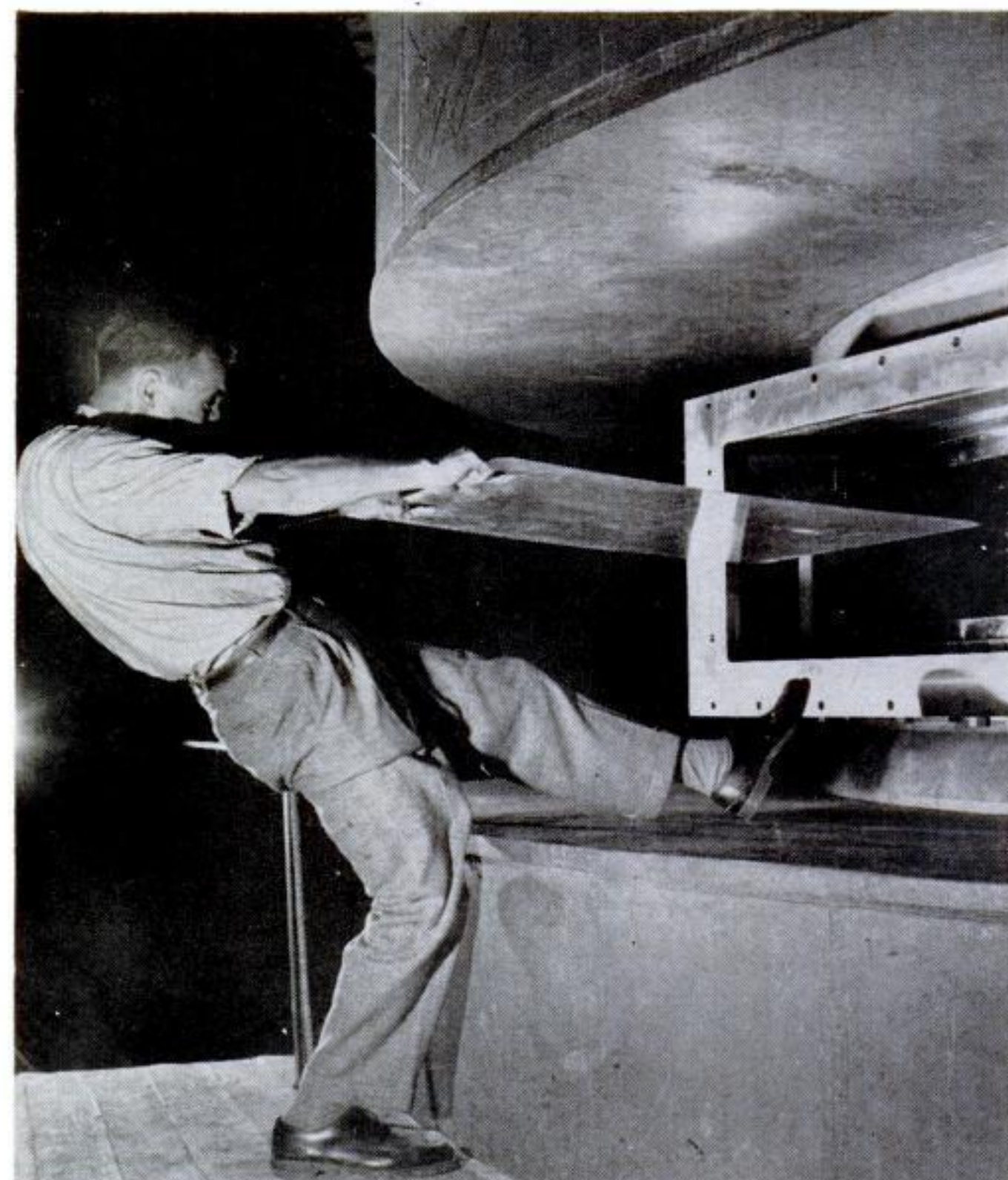
Cyclotron CONTINUED



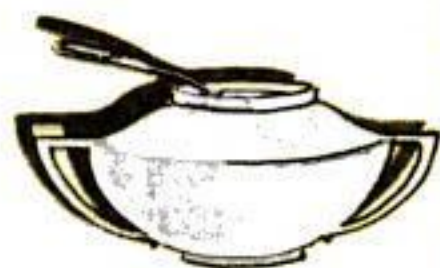
GUESTS CHECK WATCHES before magnet is turned on. This precaution was necessary because watches brought near the magnet become magnetized.



CHAIN OF NAILS stands rigid and apparently unsupported in space, held together by magnet's powerful field. Its ends point directly at the two poles.



SUSPENDED IN MID-AIR, a sheet of aluminum successfully resists violent efforts of a scientist as he tries to pull it from between the magnet's poles.



SUGAR



MILK



FLOUR



EGGS

YOU NEED SOMETHING THAT A BAKER MAKES TO MAKE EACH MEAL COMPLETE

NO OTHER FOOD gives you such a wholesome *combination* of good foods as do the things your baker bakes.

The milk and eggs and flour and sugar and other good things they're made with, make delicious bakery foods *mighty good for you* as well as wonderfully good eating.

That's why you need something that a baker

makes to make each meal complete: completely *satisfying*, completely *nourishing*.

THE BAKERS OF AMERICA

... who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.

*Buy it
Baked!*





U.S. AND CANADA discuss compromise. America's Philip Jessup (left) talks with Gen. A. G. L. McNaughton.

THE U.N. IN PARIS

In new setting, the middle powers try to compromise old quarrels

The United Nations met in Paris in a bright new setting. In the Palais de Chaillot, the Security Council chamber was carpeted in rich red, the desk tops were covered in green and the back wall was studded with gay flags. In the photograph opposite the Council sits at the curved table where, at this moment, Secretary General Trygve Lie listens to something whispered in his ear. In front of Council (back to camera) sit secretariat and translators. On floor sit delegates and press.

Despite the new setting, the old U.N. divisions quickly showed up. But the big news was that the "middle powers" still had a potent voice. When the Western powers complained that Russia's Berlin blockade was a threat to peace, the Council's "Little Six" (Argentina, Belgium, Canada, China, Colombia, Syria) refused to join an immediate showdown, evolved a sound compromise proposal. The West accepted it and the Soviets considered it seriously. But in the end the Russians vetoed it.



U.S. AND ARGENTINA pair off. Marshall sits with Bramuglia who led attempt to compromise Berlin issue.



VISHINSKY SAYS "NO" with gestures to the first proposal as the Council discusses the Berlin blockade.

The Council, he said, had no right to debate that issue. Man in dark glasses next to him is Ukraine's Manuilsky.



VISHINSKY IS ANSWERED by Syria's delegate, Faris el Khouri (left) who says that the small powers

have no ulterior motive in favoring the discussion. Vishinsky listens calmly but Manuilsky wears a grim look.



A GENIAL ARGUMENT follows as Manuilsky removes his dark glasses and scowl, takes issue with El

Khouri. Vishinsky seemed amused, joined Manuilsky and El Khouri in hearty laugh at end of warm interchange.

← THE SECURITY COUNCIL SITS IN SESSION AT THE PALAIS DE CHAILLOT



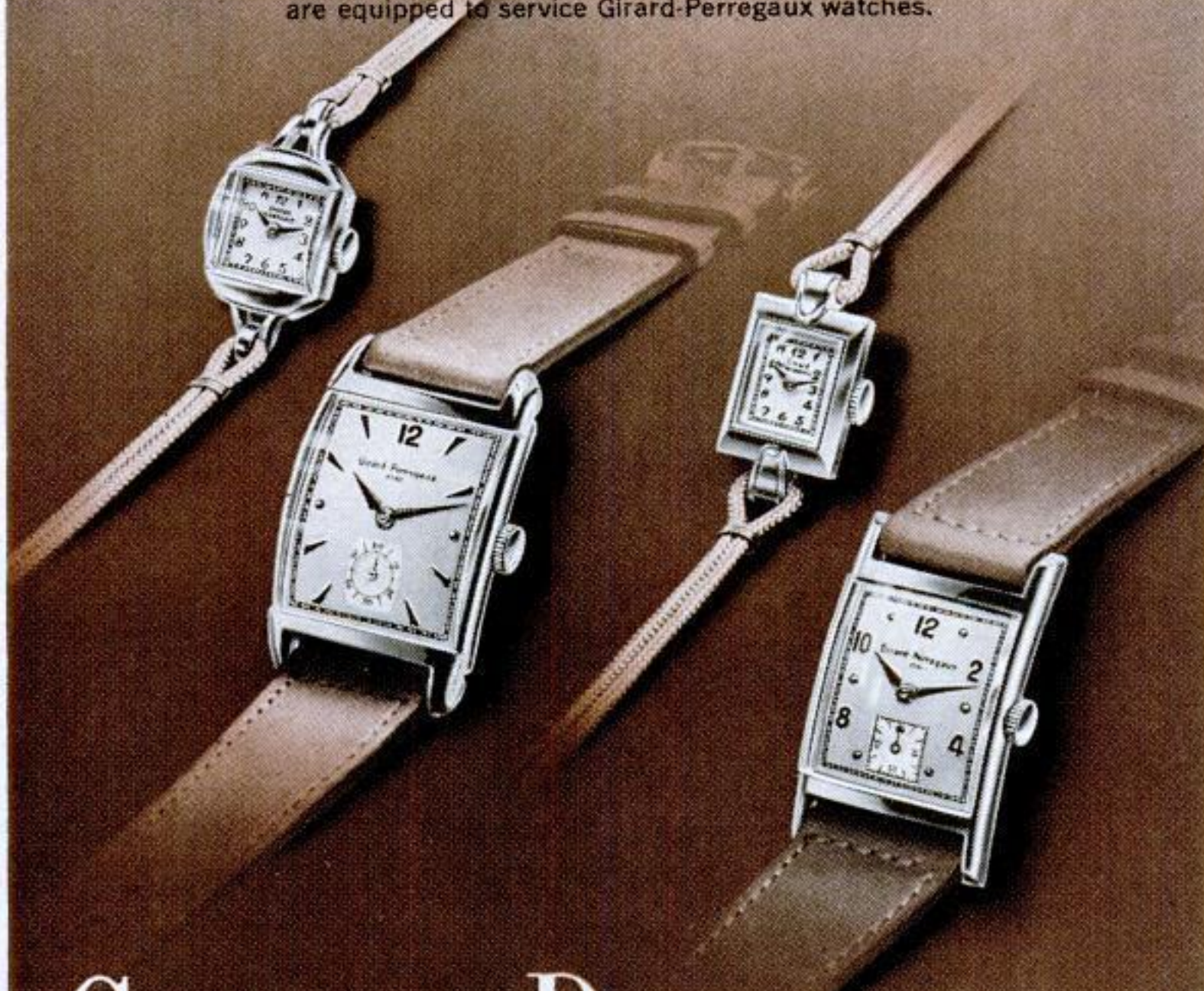
WHAT IS THE MOST ASKED QUESTION IN THE WORLD TODAY?

From Times Square to Timbuctoo, it's "Pardon me, have you the correct time?" You answer confidently, "I have," when you wear a Girard-Perregaux.

In this watch, you enjoy the enduring precision born of G-P's continuous experience through five generations in making fine timepieces. In this watch, too, you possess the endearing beauty, sprung from the time-honored tradition of this house for making timepieces of exceptional charm.

To arrive at your finest choice in a watch, see your Girard-Perregaux jeweler's distinguished selection for men and women. You will discover that the dual superiority of your chosen Girard-Perregaux—its world-famed accuracy and individual beauty—cost you no more.

Note to travelers: Fine jewelers all over the world are equipped to service Girard-Perregaux watches.

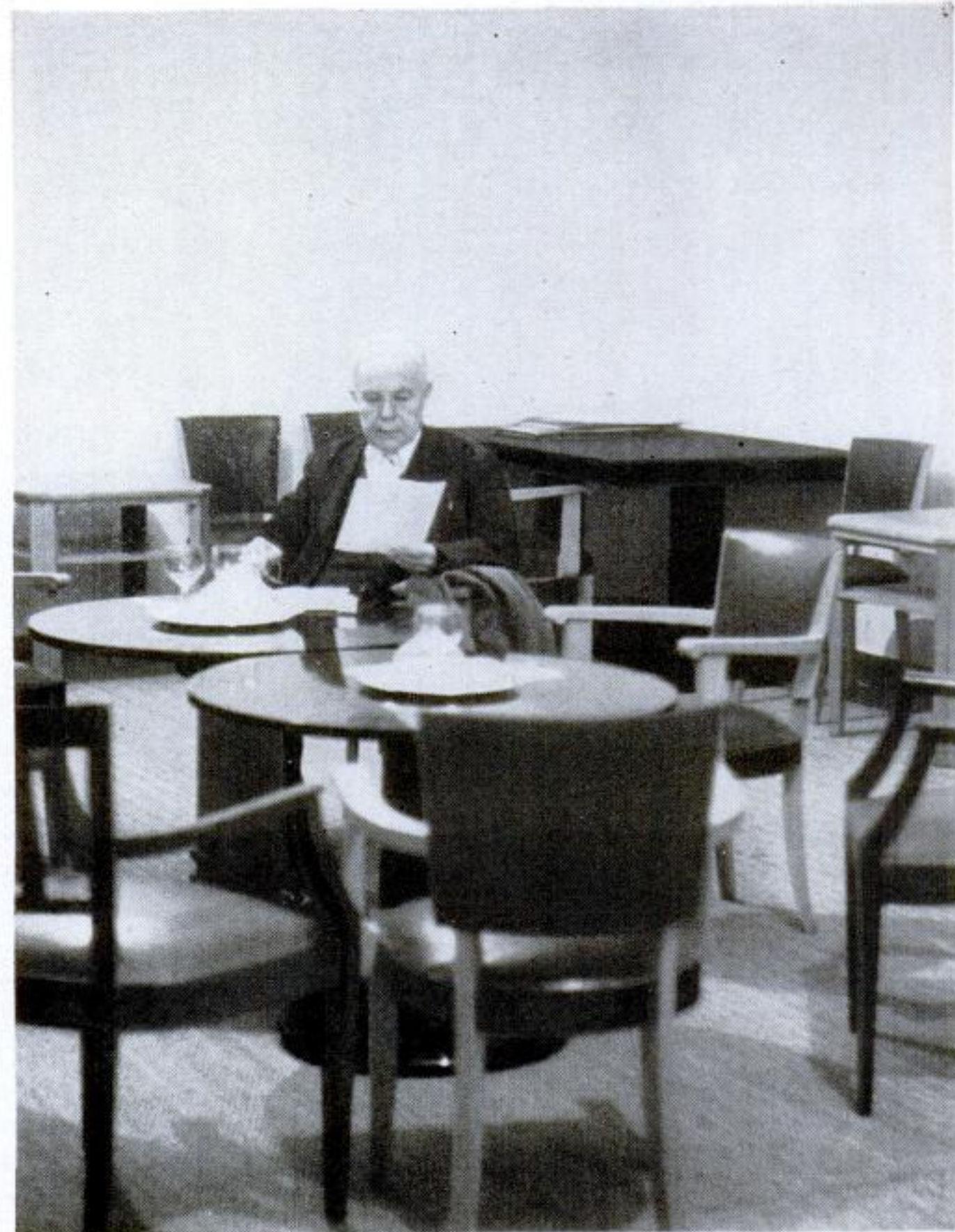


GIRARD PERREGAUX

Fine Watches since 1791

The 3 ladies' watches, \$71.50 in 14 kt. gold
The 2 men's watches, \$57.50 in 14 kt. gold filled
Fed. Tax Incl. Other models from \$40.

Girard-Perregaux Watches, 30 Rockefeller Plaza, New York 20, In Canada: Hamilton, Ontario



CONSCIENTIOUS DELEGATE, Syria's Faris el Khouri, arrives on time for meeting on the day the all-important compromise proposal was to be made. He sat alone for quite a while before other delegates showed up. El Khouri became famous some weeks ago when he dozed off during one of Vishinsky's long speeches and brought from the Russian a sarcastic public complaint.



BORED OBSERVER, one of U.N. technical staff, snatches a quick nap—earphones and all—at a desk on the floor of the Security Council chamber.



*Read these facts—and let your
Bigelow dealer prove them!*

Find just the rug you've pictured to yourself—the perfect pattern, the match-your-dreams color—at your own Bigelow dealer's! Superb designs by America's top-flight rug stylists. Traditional patterns, modern patterns—so many to choose from! Such a range of colors that you'll be able to point your finger and say, "That's *it*—exactly!"

Left: Bigelow's luxurious deep-textured Cassandra 122-2312, around \$12.95* a sq. yd.

So you're ready to buy
that new carpet!



See and feel Bigelow quality! Every Bigelow Rug is made of imported wools—blended to give your rug the utmost in beauty, richness, wear. These "lively" wools spring back underfoot, keep your rug feeling lush as country-club turf! Your Bigelow Rug spreads beauty in your home, colors glow richly year after year—till you lose count!

Above: Another Bigelow beauty, Sovereign 10414, with a rich sculptured effect. Around \$10.95* a sq. yd.



Pay just the amount your bank balance dictates! Wide choice at every price range—all the way from \$5.75 a sq. yd. to a lavish \$17.95! Every Bigelow Rug is a Best Buy—watched over from fleece to floor with controls as exact as an incubator baby's. Make *your* rug dollars buy more rug—see your Bigelow dealer!

Left: A cool and lovely flower-and-leaf carpet, Bigelow's Fervak 9409. Pleasingly priced at around \$6.95* a sq. yd.

*Slightly higher in the West

For name of your local Bigelow dealer, call Western Union by number. Ask for operator 25.



Bigelow Rugs and Carpets

Beauty you can see . . . quality you can trust



. . . since 1825

Here's New Pleasure



*One
New Richness*



A THREE FEATHERS OLD FASHIONED

*1 Lump of Sugar 1 Jigger of Three Feathers
Two Dashes of Angostura Bitters*
Crush sugar with bitters and a dash of water. Add a cube of ice, whiskey, a twist of lemon peel, a slice of orange and a cherry. And then—taste why today's Three Feathers is "The choice of good judges."



*Two
New Smoothness*



A THREE FEATHERS MANHATTAN

*1/3 Sweet Vermouth 2/3 Three Feathers
Dash of Angostura Bitters*
Stir with ice in a large glass and strain into cocktail glass. Add a cherry. If you like it "dry" use half sweet and half dry Vermouth. Either way you'll like it better with today's Three Feathers.

Taste!...Taste today's Three Feathers

YES, NEW RICHNESS—due to fine aged whiskies that have gathered goodness for 5, 6, and 7 years, blended to a . . .

NEW SMOOTHNESS—with choice grain neutral spirits distilled for lightness and pre-softened for smooth and genial blending.

NEW VALUE—yes, a new value in excellence from superb whiskies and grain neutral spirits blended by America's most famed blender.

THREE

Blended Whiskey, 86 proof. The straight whiskies in this product are 5 years or more old. 35% straight whiskey.



for an Old Tradition



*Three
New Value*



A THREE FEATHERS HIGHBALL

1 Jigger of Three Feathers

Put these in a highball glass, add sparkling water to fill, and stir. Just about the simplest drink in the world to mix and certainly one of the most enjoyable—when Three Feathers takes the leading part.

2 Cubes of Ice



FEATHERS

One Taste is Worth a Thousand Words

65% grain neutral spirits. 12% whiskey 5 years old; 20% whiskey 6 years old; 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

Sunbeam

AUTOMATIC

TOASTER

By the makers of the famous
Sunbeam MIXMASTER



Perfect toast, every time... automatically

Make your choice of a Toaster—Sunbeam. It is your assurance of the same dependable service in an automatic toaster that millions upon millions of women are getting from their Sunbeam Mixmasters, Coffeemasters, Ironmasters and other Sunbeam Appliances. It is this wonderful satisfaction received by people who use Sunbeam Appliances in their own homes that has made them so highly cherished. One Sunbeam Appliance recommends another.

Delicious, crunchy-tender toast—the same even, uniform color every time. Sunbeam Double-Thermostatic Control gives you perfect timing, every time whether it's first slice or last. Set it for the kind you like, and you get that kind continuously. Toast "Pops Up" automatically, when just right.

Though tremendous popularity has made Sunbeam Automatic Toasters scarce, despite constantly growing production—hold to your purpose and be richly rewarded. Be sure your automatic toaster is a Sunbeam. See your dealer.



Any Shade Desired. Set this indicator to the shade of toast desired—anywhere from "light" to "dark."



Hinged Crumb Tray For Easy Cleaning. Enables the user to clean the crumbs from the Sunbeam in a jiffy.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

• Famous for Sunbeam Mixmaster, Ironmaster, Coffeemaster, etc.



AN ALCOHOLIC SCAMP (Barry Fitzgerald) introduces an impostor as Schuyler Tatlock, who occasion-

ally thinks he is a turtle. A predatory group of uncles and cousins and aunts has gathered for the reading of a will

disposing of the Tatlock fortune and is horrified to learn that all of it has been left to the feeble-minded Schuyler.

MOVIE OF THE WEEK:

Miss Tatlock's Millions

A brash comedy pokes fun at fortune-hunting, miscegenation and lunacy

The face behind the coat at the left of the picture above is well known to this year's moviegoers. It belongs to John Lund, but in this film his ordinarily handsome and inexpressive features are contorted and frozen into a smirking mask of idiocy (right). Mr. Lund plays the unfortunate Schuyler Tatlock, a gibbering, squeaking, squawking, fire-setting millionaire. Strictly speaking he isn't an idiot, he is a sane man who pretends to be an idiot, then pretends to recover his senses, then is black-mailed by a conniving woman into pretending he

is an idiot all over again. But in the whole movie there is no hard and fast line between sense and madness.

The plot of Paramount's *Miss Tatlock's Millions* is complicated enough to have been dreamed up in an asylum. But no one will worry about the plot. The action is fast, the fun is furious and the movie gets a good belly-laugh out of everything it touches: pyromania, fortune-hunting, the idle rich, even such subjects unmentionable in serious films as miscegenation (p. 68) and incest (p. 70).

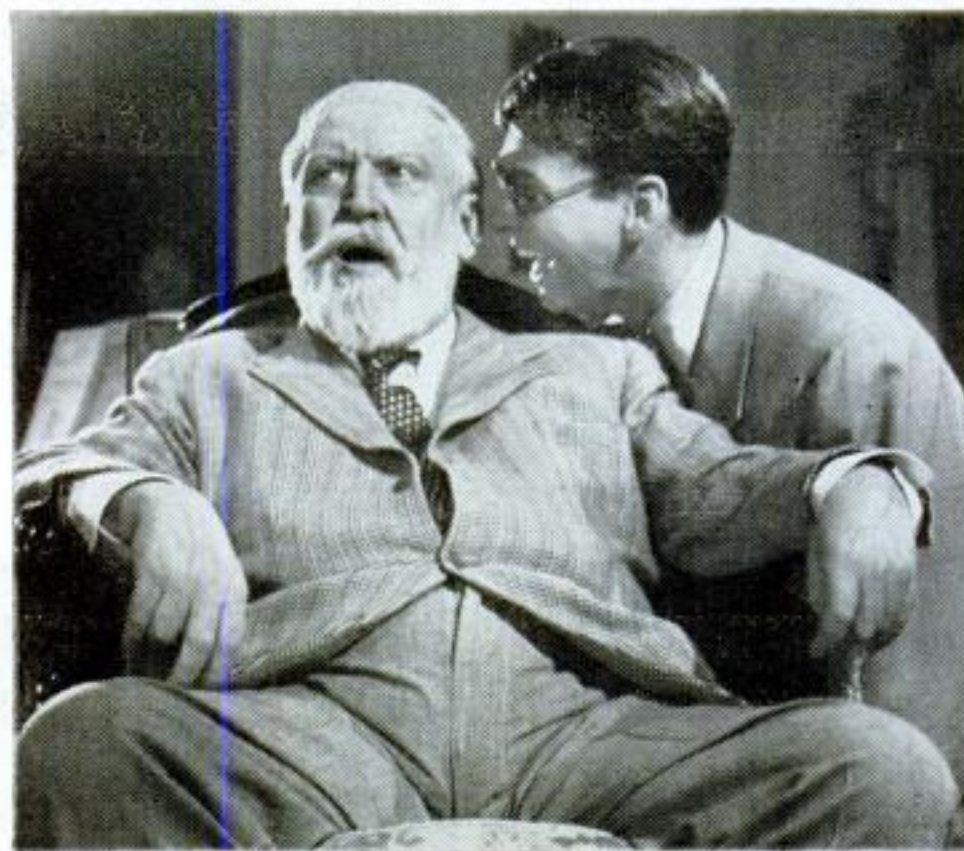


THE IMPOSTOR UNVEILS and chortles at the rabble of heirs who have come to share the Tatlock fortune.

SCHUYLER LIKES EARS



IRASCIBLE UNCLE, portrayed by Monty Woolley, laughs at his own joke, unaware of nephew's approach.



FASCINATION WITH EARS is one of the nephew's characteristics. Here he gazes with pleasure at uncle's.



THE UNCLE SPUTTERS helplessly. He cannot afford to be rude to a nephew who may inherit \$20 million.

SCHUYLER LIKES FIRES



CIGARET LIGHTER, held by one of the predatory Tatlock uncles, has a powerful attraction for Schuyler.



SNATCHING THE LIGHTER, he chuckles, gurgles and runs around the room setting fire to the curtains.



FIRE IS DOUSED by a soda-water siphon. Schuyler becomes morosely silent when his fun is interfered with.

REAL SCHUYLER APPEARS WITH HAWAIIAN WIFE AND BROWN-SKINNED OFFSPRING TO ADD A FINAL TOUCH OF CHAOS AND BREAK THE FORTUNE-HUNTERS' HEARTS



When safety's a must...it's **"PRESTONE"**
ANTI-FREEZE



● "The worst fires usually come in winter," says Fire Chief John J. Cullinan, of Morristown, N. J. "I've used 'Prestone' anti-freeze for 22 years and I know it's sure, safe protection."

You may not race to fires, but you want to know that your car is always ready for use. Give your car the same protection that firemen, policemen, ambulance drivers give theirs—"Prestone," America's leading brand of anti-freeze.



In your car too!
**NO RUST • NO FOAM
NO FREEZE • NO FAILURE**
One shot lasts all winter!

"Prestone" anti-freeze is America's Number One brand. Year after year, more motorists depend on it than on all other brands of all-winter anti-freezes combined. There is nothing else like it!

GUARANTEED!

Ask your dealer to show you the guarantee.
It's your assurance of all-winter safety.

\$3.50
PER GAL.

Anti-Freeze

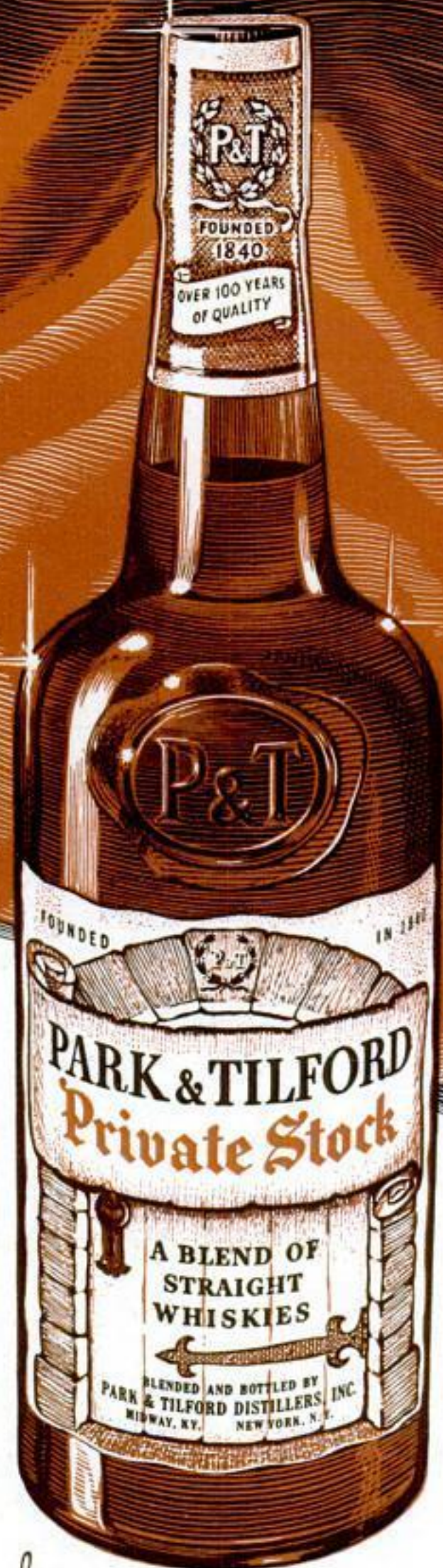


PRESTONE
TRADE-MARK

The registered trade-marks "Prestone" and "Eveready" distinguish products of
NATIONAL CARBON COMPANY, INC., 30 East 42nd Street, New York 17, N. Y. Unit of Union Carbide and Carbon Corporation

PARK & TILFORD Private Stock

Rare
as a jewel
in quality



- from the
treasured stocks
of a Century-Old House

Park & Tilford "Private Stock" is a luxury-blend of rare straight whiskies. It is *all* whiskey. Its mellow richness of taste is without peer. That is why it is the largest selling whiskey of its type in America.

America's Luxury Whiskey

PARK & TILFORD DISTILLERS, INC., NEW YORK • A BLEND OF STRAIGHT WHISKIES • 86 PROOF

Movie CONTINUED



A LOVELY SISTER (Wanda Hendrix) appears bringing flowers to the impostor she thinks is her unfortunate brother. He realizes she is the only good-hearted member of the family and rapidly falls in love with her. The result is an agonizing problem of conscience: can he honorably woo his supposed sister?



SISTERLY HUG follows a lesson in reading and writing. The phony idiot pretends to recover his wits after a fall, and the sister in her tender little way draws the letters A, B and C on his chest. "Do B again," he begs. This innocent fun is cut short by a conniving aunt who makes the impostor go off to Hawaii.



WEARING SEAWEED on his head and still gurgling like an idiot, the hero sprints for the sea in order to avoid the heroine, who has come to look for him in Hawaii. She laughs prettily, because she is one jump ahead of him: she has now learned that he is not really her brother. It all ends happily out in the surf.



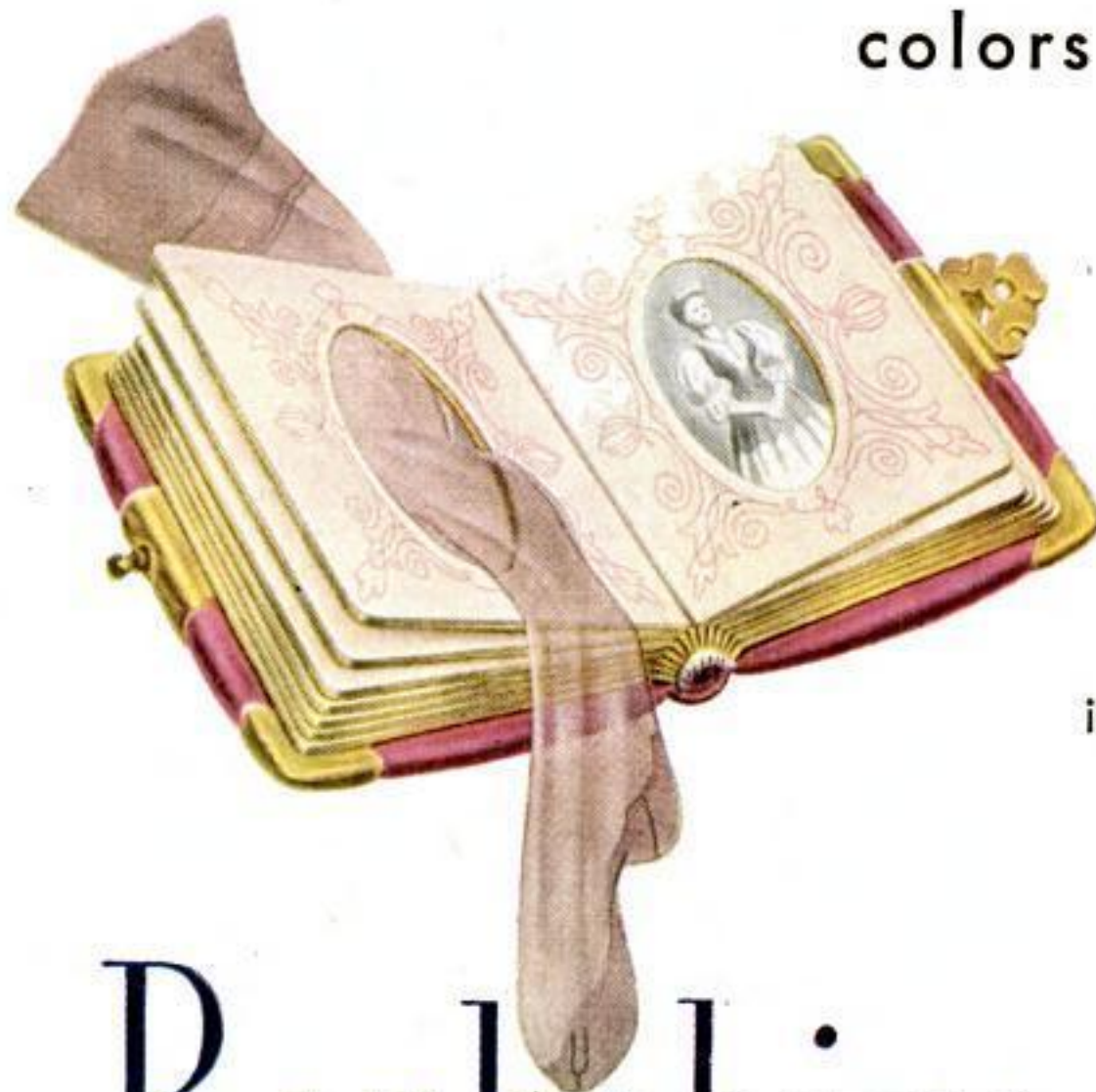
Costume by Milgrim, Hat by Florence Reichman
for Frederick & Nelson, Seattle

The New

Age of Elegance

in stocking fashions and

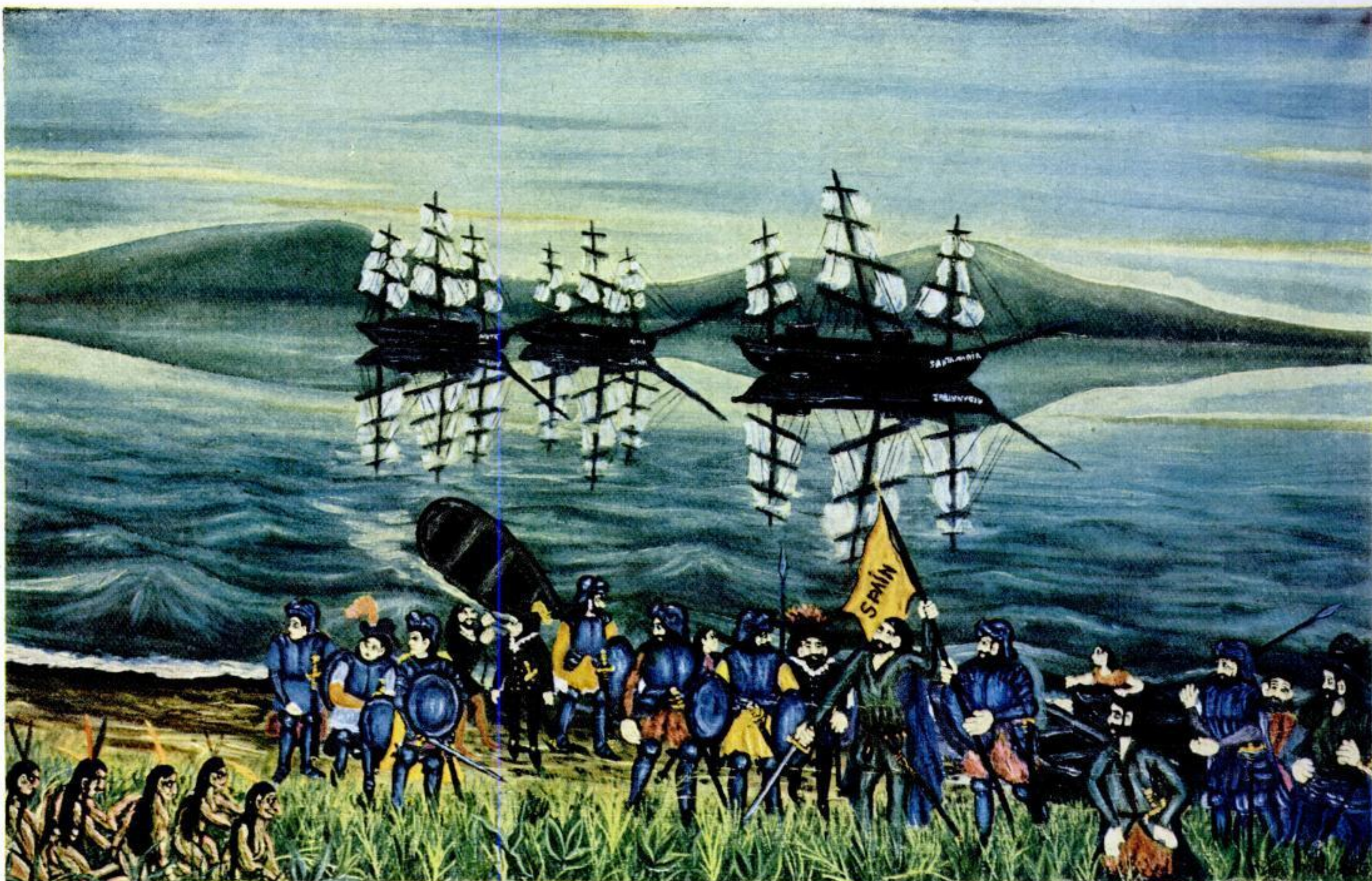
colors by Berkshire



Gentle echoes of the lavish look
of new fall fabrics translated into
famous Berkshire Nylons
in a rich range of exquisite colorings.

sheer sheer **Berkshire** stockings

for the loveliest legs in the world . . . by the world's largest manufacturer of full-fashioned stockings



COLUMBUS DISCOVERS AMERICA (above) is one of Gatto's numerous historical canvases. Disembarked from meticulously labeled ships, Columbus and his men wave flag of Spain aloft while a number of placid-looking Indians (left) look on.

JUNGLE CAFE (below) shows interior of an imaginary New York nightclub. The walls have been decorated by Gatto with jungle scenes and with his impressions of modern paintings that he once saw on a visit to Manhattan's Museum of Modern Art.



CLOSE-UP



ANY FURNISHED ROOM SERVES AS A STUDIO TO JOE GATTO

Joe Gatto, Primitive

An ex-prizefighter solemnly paints scenes he never saw and sells them for big money

by WINTHROP SARGEANT

I CAN paint any'ing—deep sea pitchers, jungles, wild horses, even heaven. An' I ain't no copy artist. I can paint it all outa my head," says Joseph Victor Gatto, pointing proudly at his furrowed skull. In summer Joe Gatto is likely to be found in various furnished rooms in lower Manhattan, where he was born. In winter he usually hits the road, where he gets odd jobs as a dishwasher or a carpenter's assistant in places like Miami. He has been a steamfitter, a professional prizefighter, a movie extra and a washer of milk cans. He is a wiry little man, 55 years old, with iron-gray hair, a pugilist's nose and a markedly chivalrous disposition. His language is pure Manhattanese. He likes to read westerns and stories about King Arthur and the Knights of the Round Table. His personality is apt to suggest a combination of Diogenes, Sir Galahad and Popeye the Sailor.

But the thing that makes Joe Gatto unique is his dedication to the art of painting. It is an art in which he has never had any instruction. He works at it by the hour, squinting at canvases he usually props up on a tattered easy chair, laying on the colors from a soup-plate palette with brushes from the 10¢ store. He chooses his subjects with Olympian catholicity. He

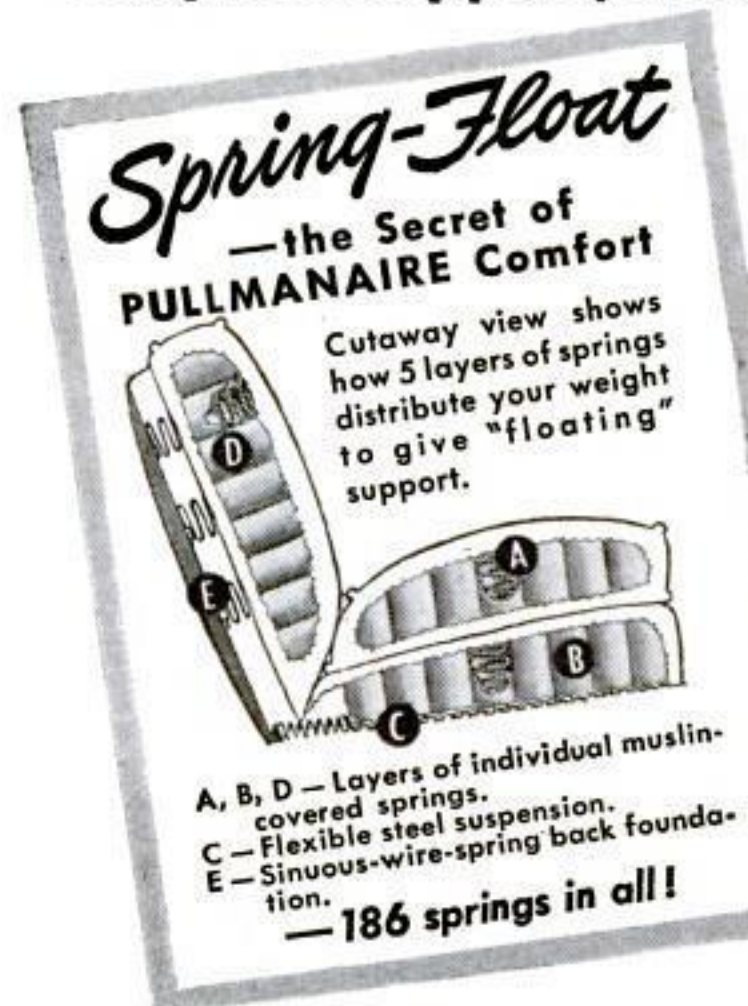
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Believing!

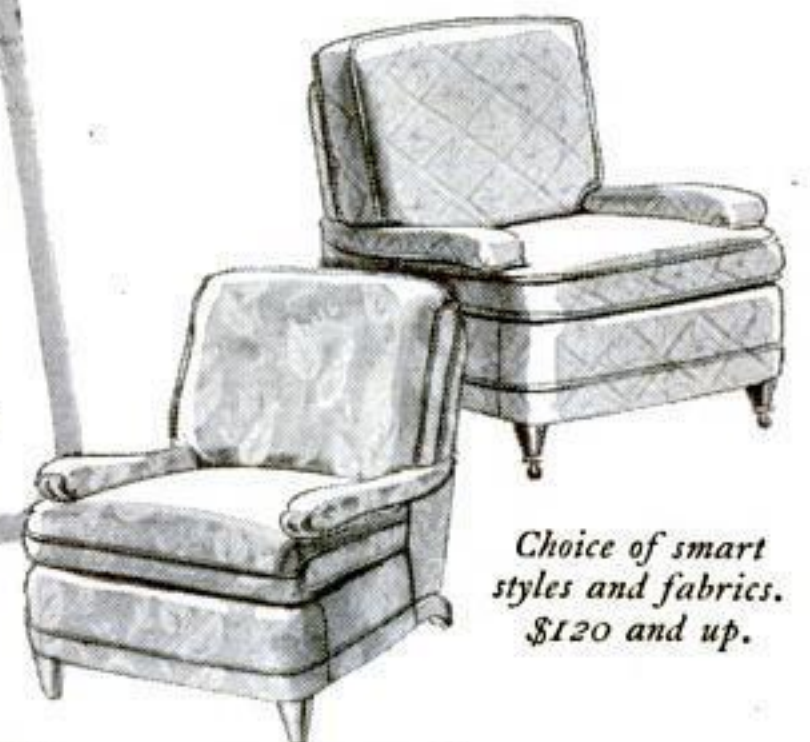


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Choice of smart styles and fabrics. \$120 and up.

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... a real man's chair

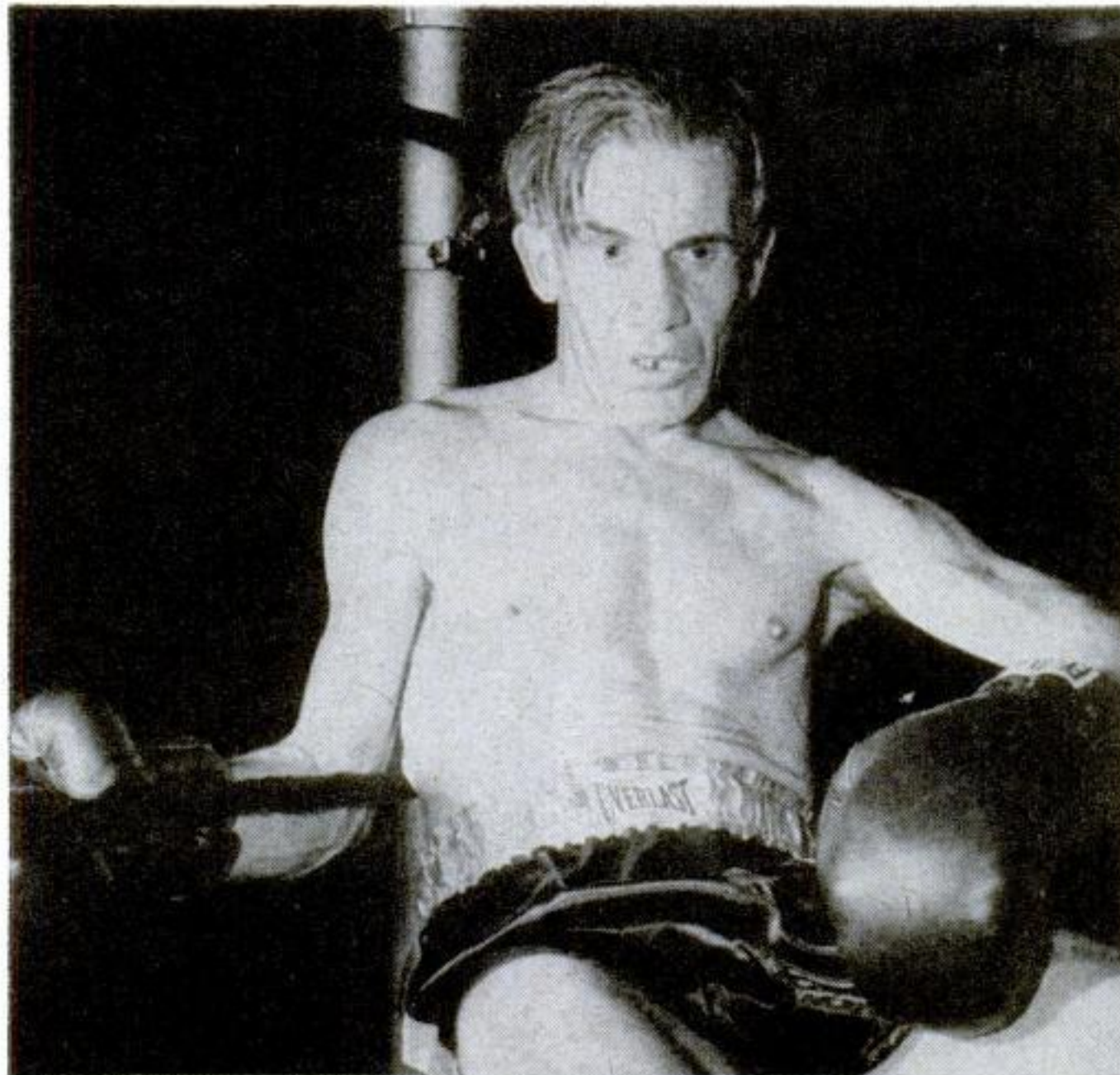
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in the best circles



YES SIR...all decked out in a pair of Hubbard Slacks you'll look smart and feel smart, too...a winner in any circle! So be smart men. Take a look at the superb tailoring, the figure-flattering design, the master craftsmanship that goes into every pair of Hubbard Slacks. Man to man, we know you'll go for 'em!

HUBBARD PANTS CO.
Bremen, Georgia



AS A FEATHERWEIGHT Gatto fought for six years in small clubs in New York and New Jersey. First bout brought him a broken nose and one dollar.

JOE GATTO CONTINUED

has painted jungle scenes in which human beings disport themselves among kindly looking lions and tigers, historic disasters like the sinking of the *Titanic*, biblical tableaux like Adam and Eve, and the children of Israel crossing the Red Sea, nursery tales like "The Old Woman Who Lived in a Shoe," realistic spectacles like a circus in Madison Square Garden.

As artists go Gatto is quite a success. *Town and Country* has hired him to paint covers. His pictures have sold at from \$50 to \$1,000 to a long list of art collectors including Laurance Rockefeller, Mrs. Lorelle Hearst, Mrs. Phyllis Warburg, Rosalind Russell, Mrs. Somerset Maugham and John Steinbeck. Critics have rated him as one of America's important artists. But these evidences of success have made practically no impression on Joe Gatto's way of life. He still sticks to furnished rooms. He has given away most of his money to friends and neighbors. He has a profound distrust of the world of art salons. "I guess I'm a kinda hoimet," he explains. "I don't ask favors from nobody. I like to associate by myself."

Joe Gatto belongs to what is probably the art world's most exclusive caste. He is a genuine contemporary American primitive. There are only a score or so of artists like him. One of them is Grandma Moses, the old lady from upstate New York who paints farm scenes (*LIFE*, Oct. 25). Another is ex-champion welterweight-and-middleweight "Mickey" Walker, now sports editor of the *Police Gazette*, who took up painting after he saw the movie *The Moon and Sixpence*. Still another was the late Morris Hirshfield of Brooklyn, a retired cloak-and-suit-manufacturer who liked to paint nudes and lions with manes that look strangely like fur collars.

Not everybody can be a primitive, though in the confusion of present-day esthetics many a prominent artist has tried it. The first requirement is that you have absolutely no training as an artist. The second is that you take a very simple view of life such as is usually found only in children. The third is that you must be quite incapable of being influenced in any way by looking at the work of other painters. The fourth is that you find enough interest in your own painting to keep at it and produce a sufficient quantity of work to hang in one of New York's smarter galleries. People who fulfill all these requirements are nearly as scarce as a perfect embodiment of Jean Jacques Rousseau's noble savage.

New York's collectors of primitives have been scouring the American countryside for years hoping to find unspoiled examples of primitive art in rural outhouses, canal barges and mining shacks. When they find an example, they rate it in direct proportion to its lack of traditional skill. When one of their primitive artists learns too much about art and exhibits a professional trick or two, he is finished as a primitive. It is not only difficult to be a primitive; it is very difficult to remain one. And the primitive collectors admit with a sigh that the species is doomed. With art education spreading through the country and examples of masterpieces appearing in popular magazines, it is already becoming almost impossible to find

CONTINUED ON PAGE 76

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HERE TODAY

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GONE TOMORROW

CORNS STOPPED

END PAIN INSTANTLY!

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SOFT CORNS BETWEEN TOES

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● Here's new hearing clarity—with far more sound intensity than before! And wholly new hearing comfort—millions now hear with power turned down. Beltone—with Magic Silver Circuit—sets new standard of lifelike hearing.

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From experience comes faith . . .

IN THE beginning, a child's faith rests in a few simple experiences. The world extends. Perhaps it includes a playful puppy, a battered doll, a precious pebble.

Then come the adventures beyond the threshold, the weighing of friendships, the reckoning of values.

Tempered by hundreds of experiences, comparisons and judgments, a guiding faith is finally won. With it one measures immeasurable things . . . such as honesty, loyalty, worth.

It goes behind the faces of men, behind the words of men and says: this thought is right, this man is sound, this thing is good.

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The priceless ingredient of every product is the honor and integrity of its maker

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I'm feelin' mighty low!

This little fellow is built pretty close to the ground, but that doesn't account for the way he feels. He has worms—and nothing drags down his health and spirits any faster.

Every dog has worms at one time or another, but if you give him the care he deserves, you can keep him free of them from puppyhood on. Sergeant's Puppy Capsules do a thorough, safe and gentle job of worming pups and small dogs weighing less than 10 pounds.

For larger puppies and dogs, Sergeant's SURE SHOT* Capsules get the same dependable results.

Like all Sergeant's products, these have been thoroughly tested for effectiveness on puppies and dogs. To help restore pep and condition, follow up worm treatments with Sergeant's Vitamin Capsules (VITA-PETS*) and build up your dog's resistance to further trouble.

For more than 73 years, Sergeant's has been making better products for man's best friend. High standards, based first upon a real love for dogs, backed by patient clinical research and testing by consulting veterinarians, have made Sergeant's a name dog owners trust.

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Sergeant's* DOG CARE PRODUCTS

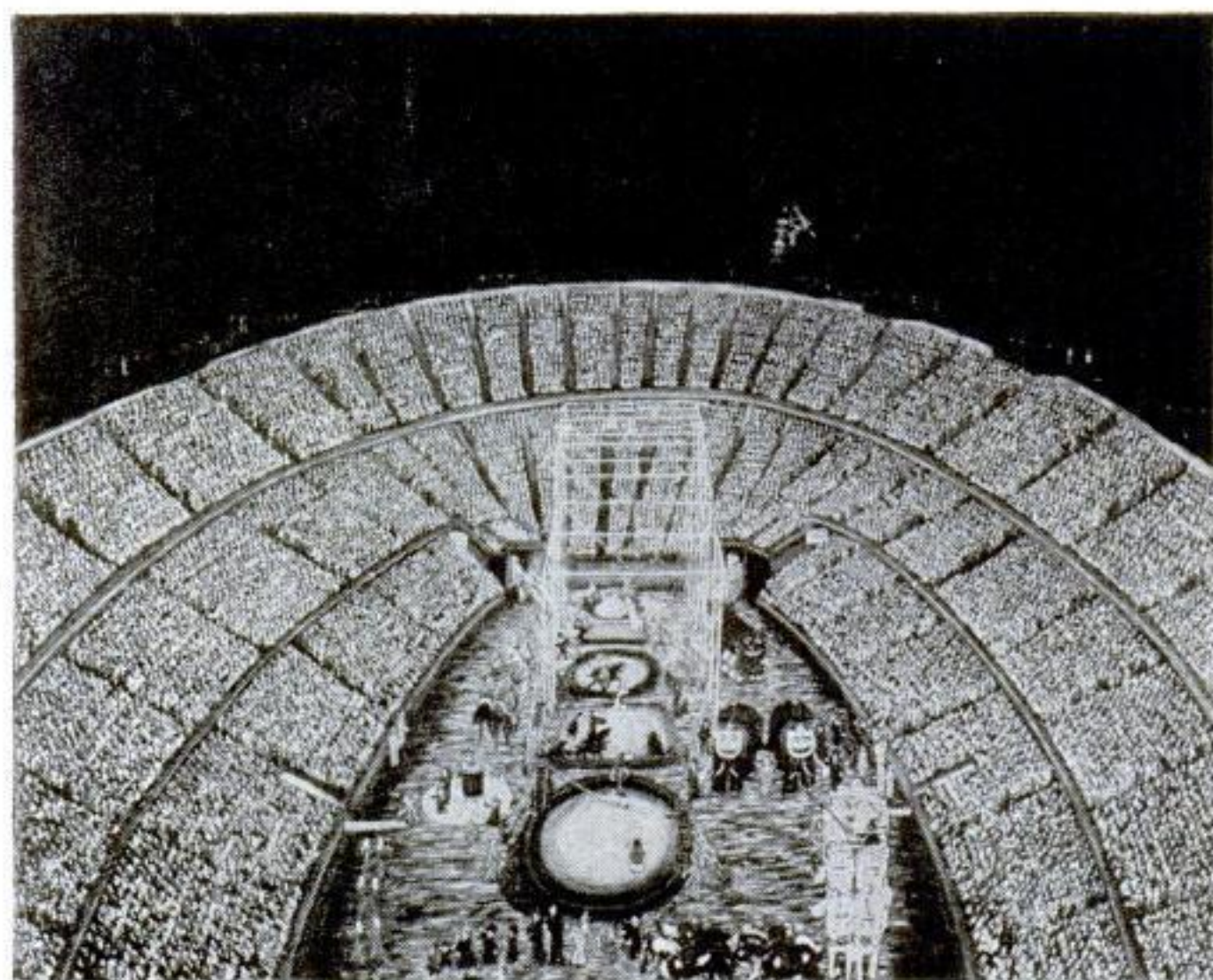
I'VE GOT IT! A RAZOR THAT CHANGES BLADES LIKE *LIGHTNING*!

SO WHAT? IT'S THE SHAVE THAT COUNTS!

MY NEW GEM RAZOR GETS WHISKERS AT THE BASE!

Avoid '5 o'clock Shadow' with GEM

GEM RAZOR SETS
\$1.25 and \$1.95
GEM BLADES
5 for 25¢



CIRCUS in Madison Square Garden is one of Gatto's rare paintings of a realistic scene. Priced at \$2,000, it took him six months, often working 16 hours a day.

JOE GATTO CONTINUED

people who are sufficiently ignorant about art to be genuine primitives.

Lest one conclude hastily that this fevered search for the perfect case of artistic arrested development is a symptom of simple madness, certain things ought in justice to be pointed out. Primitive paintings are genuinely "cute," often charming, always honest and sometimes, though rarely, even profound. They nearly always have a heart-warming earnestness about them that is affecting in the same way that the prattling of little children is. They have a genuine "homemade" quality that is impossible for the most skilled and sophisticated artist to fake successfully. And let no one imagine that primitive painters do not work hard at their painting. Joe Gatto has worked many hours a day for as long as 18 months over a single picture. Lack of professional technique slows up a primitive. He is usually learning how to paint as he goes along.

Seeing a primitive in a smart 57th Street gallery priced at a couple of hundred dollars, the average man may shrug and say, "My kid could do that." As a matter of fact, given complete isolation from art education and a great deal of stick-to-itiveness, his kid probably could. But he doesn't because he is too busy getting the education that will turn him into an adult. And furthermore, in terms of man hours of work, the kid might not be interested. The chances are that the primitive in the gallery window priced at a couple of hundred dollars took months and months to do.

Most primitive artists never make much money out of art. Another curious fact about them is that their ages usually range from 40 to 80 or so. Young people are too ambitious to make good primitives. They learn too quickly. The ideal primitive must be too set in his ways to be influenced by other artists.

"Joe Gatto—very good"

PRIMITIVES are liable to take their art as seriously as any master of the high Renaissance. They often visit each other's exhibitions and are highly critical of each other's work. Not long ago Joe Gatto was taken by friends to visit a New York exhibition of the work of Grandma Moses. Gatto spent a long time in solemn and minute examination of Grandma's canvases, said nothing, strode to the door and wrote in the guest register: "Joe Gatto—very good." But Joe does not think much of the work of his fellow pugilist Mickey Walker. "He does scenery," he explains condescendingly, meaning that Mickey is a hopeless realist who paints from real life instead of using his imagination as a genuine primitive should. Recently on a radio broadcast a critic discussed primitive art, referring in his lecture to both Gatto and Walker. "He chewed off Mickey Walker in a coupla minutes," reports Gatto with satisfaction, "an talked about me all da restada time."

The greatest of all modern primitives was unquestionably the little Paris customs clerk, Henri Rousseau, who spent his time painting naive, jewel-like pictures of lions and jungles, and died in 1910. Because of certain similarities of technique and subject matter, Joe's friends were anxious to get his opinion of Rousseau's work and took him to the Museum of Modern Art to see some of it. "I neva

CONTINUED ON PAGE 78

Helen Hayes returns to Radio in the Electric Theatre

Sunday Evenings . . . CBS Coast-to-Coast . . . 9 P.M., EST

AN EXCLUSIVE INTERVIEW WITH HELEN HAYES

"I'm thrilled to be the new Electric Theatre's leading lady," Miss Hayes declared when interviewed after her recent stage triumph in London. "It will give me an ideal opportunity to play stage and screen roles that the public likes best. And I'm delighted to have the Electric Light and Power Companies as

my sponsors. I'll be working for all those men and women who bring us electricity no matter what—and for all the people who own the companies. Imagine having *millions* of bosses!

"What are my favorite roles? Well, here are photographs of three of them . . ."

Can you identify these famous roles played by Helen Hayes?

(Read the clues supplied by Miss Hayes before checking your answers. Correct answers are upside-down at bottom of page.)



—Charlotte Bronte —Viola —Mrs. Miniver

"When this heroine lived, women had almost no rights—not even the right to act on the stage. They were little more than kitchen drudges." How different things are now! With work-saving electric service at her finger-tips, the modern woman has time to lead a far happier, fuller life.

—Lady Macbeth —Rebecca —Queen Victoria

"Although she ruled a great empire, she knew few of the conveniences the average woman enjoys today." Thanks to dependable, low-cost electric service, the modern American housewife enjoys, in many ways, a much more queenly life than most of history's queens.

—Maggie —Anna Christie —Juliet

"She won her husband from the 'other woman,' in the play, *'What Every Woman Knows'.*" In her day, few people used much electricity, or suspected that it would become just about the most useful service, and one of the biggest bargains, in nearly every American home.

America's business-managed, tax-paying
ELECTRIC LIGHT AND POWER COMPANIES*

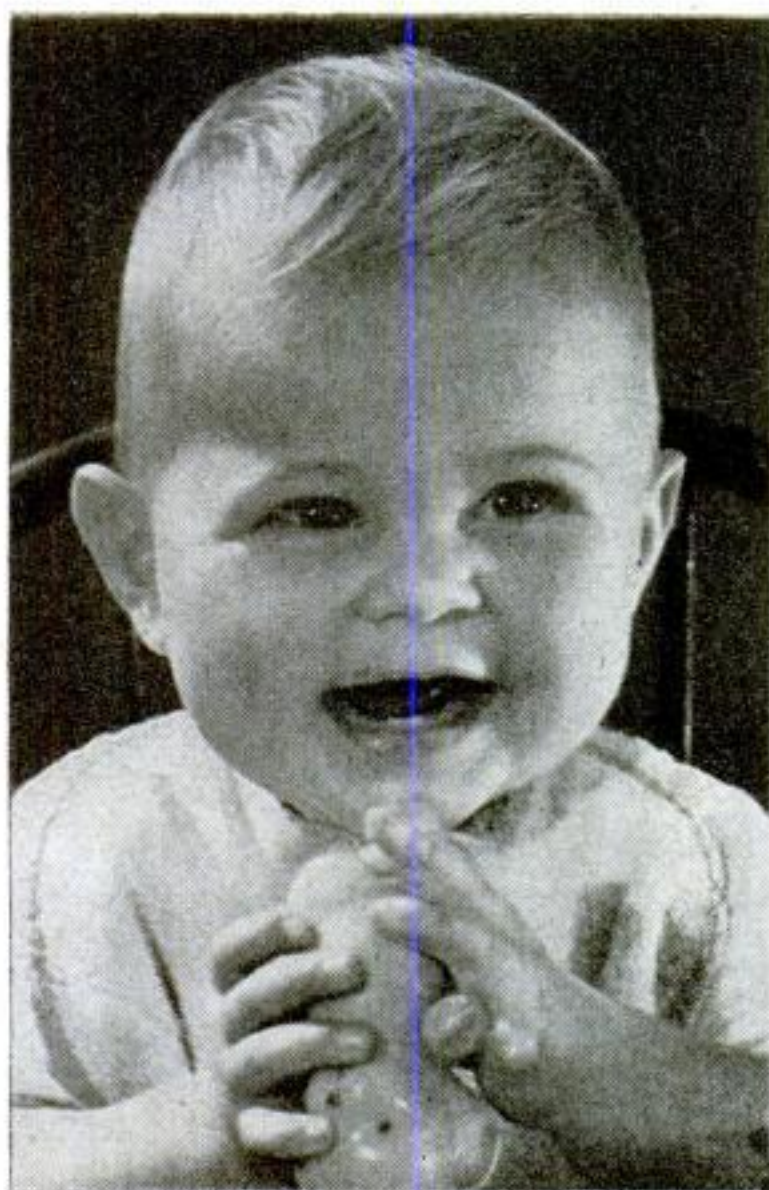
*Names of companies on request from this magazine

Answers: Viola in Shakespeare's "Twelfth Night," Queen Victoria in "Victoria Regina," Maggie in "What Every Woman Knows."

How does your baby compare to Babs Coqueron?



3 MONTHS. Cute, little Babs Coqueron lives in Westfield, N.J. When she was 3 months old she was chosen (with her doctor's permission) for a special test to show how babies thrive on Clapp's. Babs was started on iron-rich Clapp's Baby Cereal. And my, how she grew and gained!



10 MONTHS. Isn't she a bonny baby! Babs now eats Clapp's Strained Foods, in addition to Clapp's Baby Cereals. She has added an inch to her height every month, and, on the average, a pound to her weight. It's fun to watch Babs eat—she enjoys every morsel of her Clapp's!



19 MONTHS. Babs has graduated to Clapp's Junior Foods. They are just what she needs to build a strong body and healthy teeth. Clapp's, you know, are pressure-cooked to help retain vital vitamins and minerals. It's wonderful to see Babs so strong and healthy on Clapp's!



AT 13, Babs is a sweetie. Her nature is sunny, she's a whiz at her studies. Her vitality is unlimited—after the fine start Clapp's gave her when little. Her mother is so glad Babs was chosen for the Clapp's test! Why not start *your* baby on Clapp's right now—for his lifelong health!

CLAPP'S BABY FOODS

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OLD FRIENDS of Gatto are Mr. and Mrs. Louis Codina. Gatto painted them into a picture after they had quarreled during their engagement; the portraits looked so yearningly at each other, the artist says, they made up and married.

JOE GATTO CONTINUED

hoida da guy," protested Joe, but he went to look. Afterward Joe was very critical. "He don't know how to paint da noses on lions right," he commented. Later on he complained to a friend, "Ya know dat guy Rousseau up at da Museum of Modden Art? He's been imitatin' me for years."

Gatto's remarks about art and life have been so treasured by the gossips of the New York art and journalistic worlds that people who do not know him often suspect him of putting on an act. Nothing could be further from the truth. Joe's outstanding trait is his enormous sincerity—a trait so highly developed that it makes him appear slightly eccentric among the crowds of "wise guys" who inhabit intellectual and artistic circles in New York. Gatto's painting—with its combination of childlike literalism, idealistic morality and dreamy imagination—is a faithful reflection of his personality.

Several years ago a friend took Gatto to the circus in Madison Square Garden. Gatto was inspired by the spectacle. "How many people do ya t'ink are here?" he inquired. "Eighteen thousand five hundred," replied his friend. For several months afterward Joe disappeared from the company of his friends; it developed he was working on a picture of the Madison Square Garden circus. But Joe reappeared one day deeply troubled. "How many people did ya say were in da Garden?" he inquired. "Eighteen thousand five hundred," repeated the friend. "I gotta go back an' woik some more on my pitcher," explained Gatto. "So far I only got t'oiteen t'ousand people in it. I gotta get it right." Gatto eventually placed a higher price on this picture than on most of his canvases. Eighteen thousand five hundred people, he explained, were worth more money.

"I was da best drawer"

THE two people whose memory Joe Gatto reveres most are the late Theodore Roosevelt and his own stepmother, a kindly old lady from Genoa who was his constant companion until her death five years ago. "She give me encouragement," he says. Theodore Roosevelt was simply the greatest man Gatto ever met. When Gatto was a West Side Italian schoolboy of 8, Roosevelt visited the school and commented on his talent for art. "He said I was da best drawer in da school," Gatto remembers with pride. But Gatto had to make a living. He did odd jobs as a bundle wrapper, a plumber's helper and a lumbermill hand. Once, around 1917, he got a couple of more or less heroic walk-on parts in the movies with Pearl White. "Pearl White liked me," he reminisces, "She was struck on my teeth."

Gatto's main claim to distinction before he became a primitive was his prowess as a featherweight prizefighter. His first fight was a bout in Brooklyn in 1913 in which Eddie Martin beat him up so badly that he limped for days. Gatto's fee was a dollar. He gave it to a blind woman who was selling shoestrings outside the arena and staggered home all the way across Brooklyn Bridge. He

CONTINUED ON PAGE 80



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Yardley English Lavender Soap, 40c.
Box of three tablets, \$1.20.

*Lighten your day... brighten your
way... the carefree young air
is catching when you're wearing
the gay-hearted fragrance*

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You'll always be a little prouder when you set your table, if your sterling is by Watson. This silver was directly inspired by masterpieces that have been famous for hundreds of years.

Each of the twelve Watson designs comes from silver created by the world's greatest silversmiths. And you'll see in each Watson knife, fork and spoon not only this great beauty of pattern but the same perfection of craftsmanship ... in depth of cut ... clearness of detail ... harmony and grace of

proportion that make Watson Sterling a cherished prize for you who want silver of distinction.

Ask your jeweler to show you Watson Sterling now. Any of the patterns shown here, or Meadow Rose, Foxhall, John Alden, Juliana, Lamerie, Windsor Manor or Colonial Antique.

Each is designed to bring to your table the enduring beauty of the finest sterling silver ever made. The Watson Company, 14118 Watson Park, Attleboro, Massachusetts.

You can buy a complete, 6-pc. place-setting in Watson Sterling for as little as \$25, federal tax included.



JOE GATTO CONTINUED

went on fighting for six years. But after 32 fights (during which he says he was never knocked out) Joe gave up the ring. The decision came shortly after a fight in advance of which he discovered his opponent dipping his hands in plaster of Paris. "It's too crooked," Gatto says.

Though he has given up pugilism, Gatto still preserves a heroic, never-say-die attitude toward nearly everything he does. Once when he was working in the swamps near Little Neck, he and a German worker made a bet that each would wade further into the mud. The German, Gatto remembers with great pride, stopped when the mud reached half way up his chest. "I didden stop till it was upta my chin," he adds gravely.

Joe Gatto's artistic career started around 1940, when he got a rupture from lifting heavy iron pipes on a steamfitting job in Kearney, N.J. and was forced to take up lighter work. Wandering into the semiannual Washington Square outdoor art exhibition in Greenwich Village, he learned from some of the sidewalk painters that one could make as much as \$600 a year painting pictures. Gatto figured that he could do as well as most of the Washington Square artists, so he bought some paints and got to work. A year later Mrs. Harry Payne Whitney, of Manhattan's Whitney Museum of American Art, passed by Gatto's sidewalk exhibit, pointed out a painting he had done of some wild horses and ordered it hung in her museum. Gatto, of course, had never seen a wild horse. He had dreamed the picture up after reading countless stories in western pulp magazines. Within a few months Gatto had made arrangements with a gallery to handle his paintings and earned a reputation. He had also acquired a press agent named Ivan Black, who so forgot the materialistic principles of the press agent's craft that he acquired his client's pictures by the dozen and ended up with more Gattos than any other collector in the U.S.

Like many a man with a reputation, Joe Gatto has since discovered that you have to do a lot of worrying about keeping it up. His principal worry is that he may learn too much about art and cease being a genuine primitive. To guard against this fatal hazard, Joe has lately tended to hold himself aloof from his fellow artists; his fear of copying nature now amounts to an obsession. He practically never visits museums and avoids art schools as if they were centers of infection. When somebody admires one of his landscapes and asks where he painted it, Gatto is deeply pained. "I didn't never seen nuttin' like it," he insists. "I painted it all outa my head."



HIS OWN PAINTINGS are studied by Gatto in a window display put on by the art gallery which handles his work. *Broadway at Night* is the title of the picture he is looking at. The jungle cafe reproduced in color on page 72 is at right.



Modess ... *because*

"The lumbering industry," says Mrs. J. Trotochau, Seattle, Wash., "means you cover miles and miles every single day. That's why I appreciate my new '49 Ford so much. No car could be easier to drive."

(A few reasons for that, Mrs. Trotochau, are Ford's new "Arrow-Straight" Steering and new "Magic Action" King-Size Brakes that are 35% easier to apply.)

MRS. J. TROTOCHAU, Seattle, Washington



OUT FRONT with All America '49 FORD

"With some 50,000 head of cattle on approximately 900,000 acres to look after, the '49 Ford is a welcome addition to the Ford family. I can drive mine all day without fatigue," says Mr. Richard M. Kleberg, Jr. of Kingsville, Texas.

(Thanks, Mr. Kleberg. We're glad you like our new "Hydra-Coil" Front Springs and our new "Para-Flex" Rear Springs. They're what make our new "Mid Ship" Ride so smooth on all kinds of roads.)

MR. RICHARD M. KLEBERG, JR.
King Ranch, Kingsville, Texas

The Fine Car of its Field!



"I taxi my family 25 miles a day," says Mrs. Robert E. Prescott, Jr. of Quincy, Mass., "so you can guess why I like my new Ford. It feels so safe—something a mother appreciates."

(That's because our new "Lifeguard" body combined with the 5-cross member, box-section frame is actually 59% more rigid! And those big "Picture Windows" give you more visibility, too—a great safety factor.)

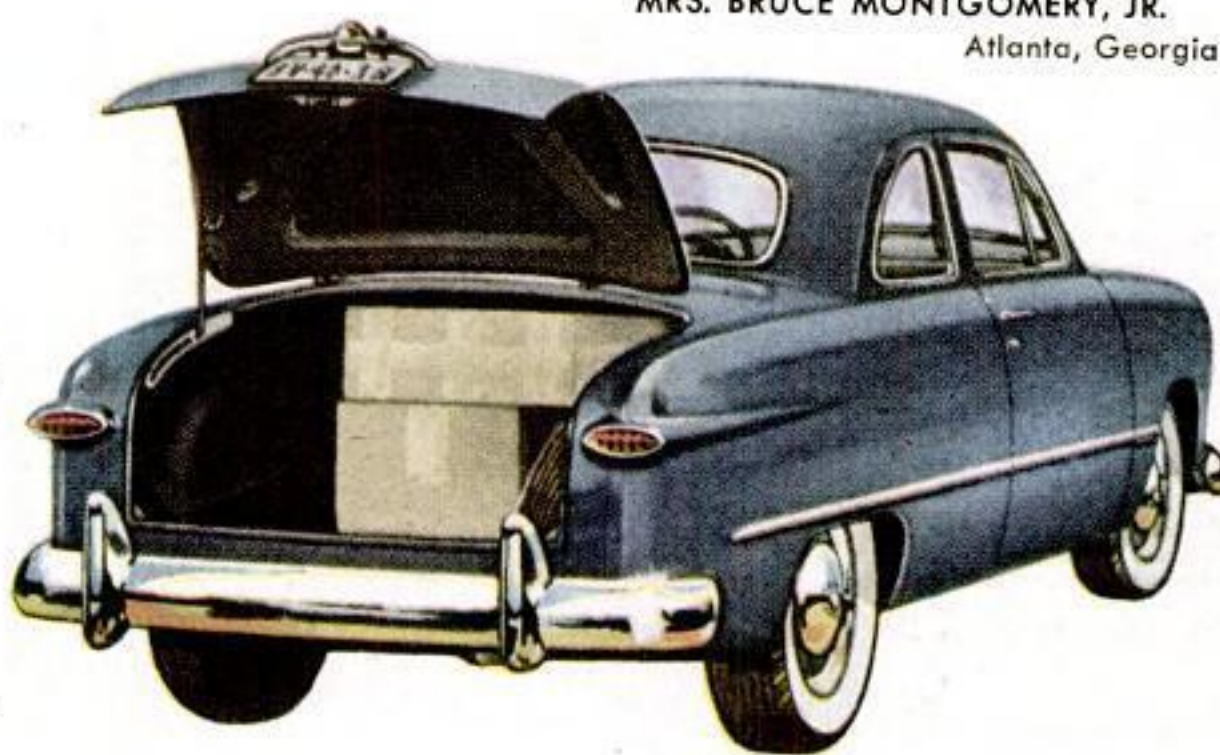
MRS. ROBERT E. PRESCOTT, JR.
Quincy, Massachusetts



"Straight as an arrow, even when the wind blows across the road, is the way my new Ford goes. It handles like a much more expensive car," says Mrs. Bruce Montgomery, Jr. of Atlanta, Georgia.

(There's a reason, Mrs. Montgomery. The new steering linkage, front wheel suspension and low center of gravity combine to give the '49 Ford real fine-car roadability.)

MRS. BRUCE MONTGOMERY, JR.
Atlanta, Georgia



"My Ford's a fine storeroom for the various metal products I carry—with plenty of room for overnight luggage," says Mr. Wright Yount, Detroit, Michigan. "And traveling 750 miles a week, I'm sold on the extra gas mileage, too!"

(Yes, Mr. Yount, there's lots more space in the new "Deep Deck" Luggage Locker. And that extra gas saving—up to 10%—results from improvements such as the new "Deep Breath" Manifolding and new "Equa-Flo" Cooling.)

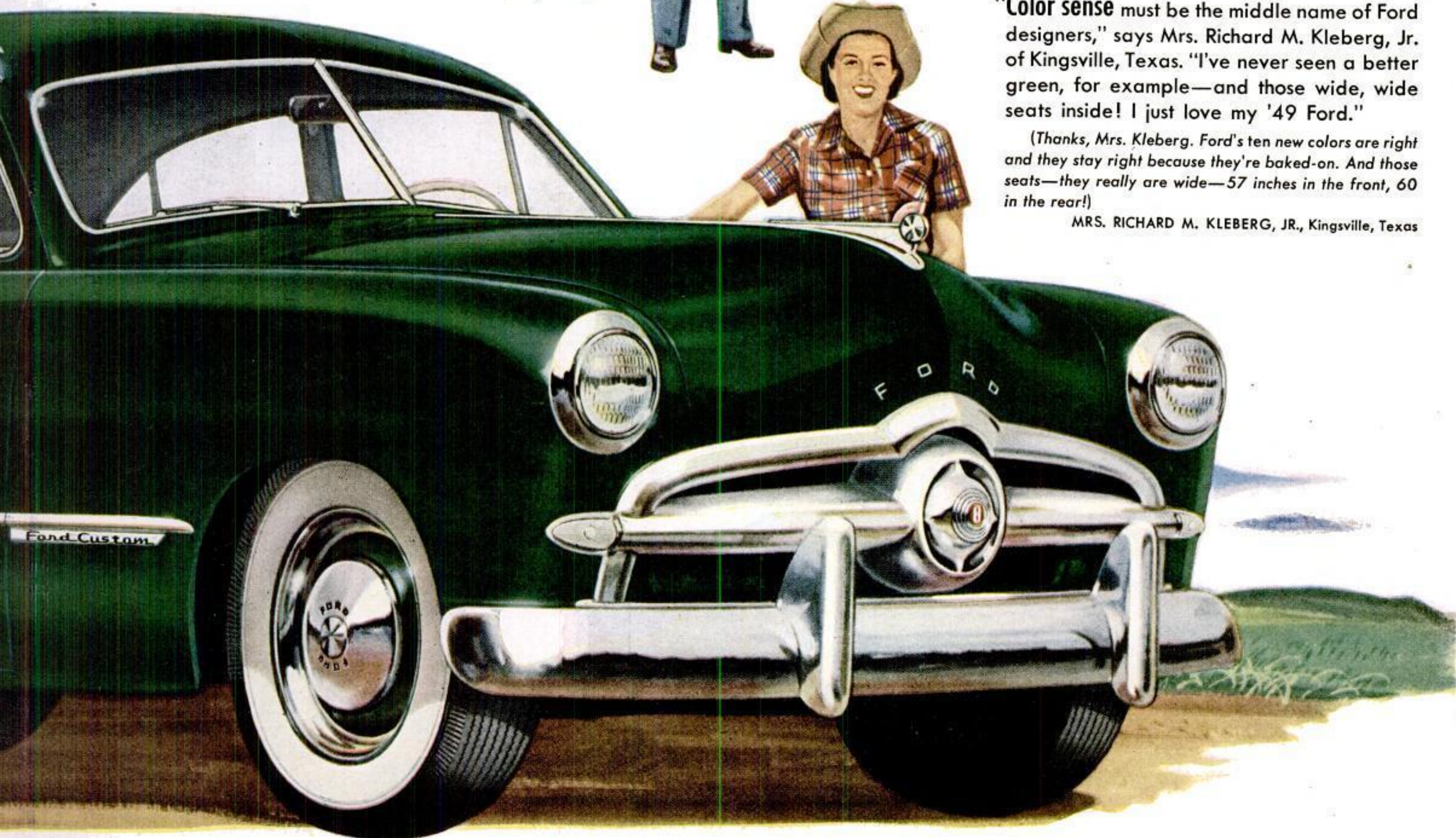
MR. WRIGHT YOUNT, Salesman
Detroit, Michigan



"Color sense must be the middle name of Ford designers," says Mrs. Richard M. Kleberg, Jr. of Kingsville, Texas. "I've never seen a better green, for example—and those wide, wide seats inside! I just love my '49 Ford."

(Thanks, Mrs. Kleberg. Ford's ten new colors are right and they stay right because they're baked-on. And those seats—they really are wide—57 inches in the front, 60 in the rear!)

MRS. RICHARD M. KLEBERG, JR., Kingsville, Texas



White side wall tires, optional at extra cost.



I WAS PROUD of my success as an executive in a large business firm. But I couldn't help feeling unhappy about my straggly, lifeless-looking hair. I yearned to be complimented at least once in a while about my looks, instead of my ability. I didn't want to be a failure as a woman.



ONE NIGHT... I frankly asked Paula, our office "Glamour Girl," the secret of her smooth, gleaming locks. "Why, Lustre-Creme Shampoo!" she confided. "It's a marvelous new shampoo my hairdresser uses. It's not a soap, not a liquid, he says, but a dainty, rich lathering *cream* shampoo. Created by Kay Daumit, cosmetic genius."



THAT WAS FOR ME!... I tried Lustre-Creme Shampoo that night; it brought out my true hair beauty like magic! As Paula's hairdresser said, "Lustre-Creme leaves hair three ways lovelier: (1) fragrantly clean, free of loose dandruff; (2) gorgeous in its sheen; (3) soft, easy to manage. Its billowy lather is a rare blend of secret ingredients, plus gentle lanolin."

"Career Girl" finds a new career ...after becoming a lovely "LUSTRE-CREME" Girl

THEN THINGS HAPPENED... Next morning, my secretly adored boss, the firm's handsome and unmarried General Manager, stared adoringly at my soft, glossy tresses. "Say!" he blurted. "You're looking lovely!"—and his eyes followed me all day. As I was leaving that night, he held my coat and tenderly fingered a gleaming, silken curl behind my ear. "How about dinner tonight, dream girl?" he whispered. "I've got a new job to offer you...a lifetime one!"

A MONTH LATER... It was "middle-aisle" for me and my ex-boss. And Paula says a bridal veil never framed lovelier hair. (Now my husband's hair is handsomer, too, since he started using Lustre-Creme Shampoo. Its blend of secret ingredients, plus LANOLIN, helps keep his hair sleek and well groomed.)



YOU, TOO... can have soft, gleaming, glamorous hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (No special rinse needed.) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean; gorgeous in its sheen; soft, easy to manage; lovely to caress. Try it! Now Lustre-Creme comes in tubes as well as in jars... convenient for all members of the family. 4-oz. jar, \$1.00. Smaller sizes in jars or tubes... 49¢ and 25¢. At all cosmetic counters.

Kay Daumit, Inc. (Successor)
919 N. Michigan Avenue, Chicago, Ill.



Whether you prefer the TUBE or the JAR, you'll prefer LUSTRE-CREME SHAMPOO

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EXPLODING WITH LOVE FOR A BEAUTIFUL LASS, RAY BOLGER, AGAINST THE STATELY SPIRES OF OXFORD UNIVERSITY, CREATES LEVITY AS HE DEFIES GRAVITY

BOLGER IS BACK

Lanky comic dancer resuscitates
"Charley's Aunt" in musical form

Ray Bolger, who looks as if a mad bean-breeder had crossed a string bean with a jumping bean, is back on Broadway. His show, *Where's Charley?* is a musical version of the 56-year-old farce, *Charley's Aunt*, which is still full of antique shenanigans about an Oxford student who dresses up as his own aunt in order to chaperone some girl friends. In the current incarnation it has pleasant songs and pretty girls. But most of all it has Bolger.

An oldtime musical-comedy favorite who has

also danced in movies, Bolger has long been acknowledged as the top American comic dancer. Lately he has taken on the attributes of a folklore character. He is the prototype of the gangling U.S. male—the soda jerk or hooper—who is badgered by fate but triumphs by some fantastic and accidental flash of shrewdness. He has the same appealing pungency as Ichabod Crane or Li'l Abner. The only pity is that his talents are so seldom fully utilized. Bolger is a folklore hero in search of a legend.

name your wish!



Everything Automatic
New Gas ranges have automatic time and heat controls . . . light without matches!



Cool, Clean Cooking
Smokeless broiling! Non-clog burners! Extra insulation! Only Gas has them all!



Simultaneous Baking
and broiling. Separate waist-high broiler. Bigger-than-ever oven with non-tilt racks!



Instantaneous Speed
Only Gas gives you high heat, low heat, any heat you want without waiting!



Finest Results. Only an air-circulated Gas oven bakes so evenly. Only live flame broils so perfectly!



More For The Money
Gas ranges cost less to buy and operate than any other modern cooking appliances!

Gas has got it!



CRIBBEN & SEXTON UNIVERSAL AUTOMATIC GAS RANGE

Discover the same modern miracle that is making more women choose new Gas ranges than all other types combined! See this new Cribben & Sexton UNIVERSAL "CP" Gas range . . . and other "makes" built to "CP" standards

now at your local Gas company or appliance store. And for the next step in your "New Freedom Gas Kitchen,"* pick a beautiful new Servel Gas refrigerator. It stays silent . . . lasts longer!

AMERICAN GAS ASSOCIATION



*CERT. MARK, AMER. GAS ASSOC., INC.

Bolger Is Back CONTINUED



IN LADIES' DRESSING ROOM Bolger gets such a shock from looking at the female disguise he has assumed that he forgets the surrounding attractions.





"BRAZIL—where the nuts come from," the most famous gag line in *Charley's Aunt*, inspires a burlesque Brazilian ballet with Bolger and Allyn McLerie.



CONTINUED ON NEXT PAGE

ARE YOU REALLY
SURE OF
YOUR PRESENT
DEODORANT?
TEST IT AGAINST
NEW PERFECT
FRESH

SEE
FOR YOURSELF
WHICH STOPS
PERSPIRATION—
PREVENTS ODOR
BETTER!

Be Lovelier to Love
with new perfect **FRESH**

FRESH
CREAM DEODORANT
STOPS PERSPIRATION

59¢-43¢
25¢ and 10¢

P.S. Test FRESH yourself at our expense. See if FRESH isn't more effective, creamier, smoother than any deodorant you've ever tried. Only FRESH can use the patented combination of amazing ingredients which gives you this safe, smooth cream that doesn't dry out . . . that really stops perspiration better. Write to FRESH, Chrysler Building, New York, for a free jar.

Who is "The Laughing Baby"?

It's the Baby who **never** has
Diaper Rash ... The
Playtex Baby



6 times more
Lanolin in
Playtex
Baby Oil!



Playtex Cream keeps me
comfortable
all night!

1 SCIENTIFIC TESTS proved never a case of
diaper rash with PLAYTEX BABY PREPA-
RATIONS. BABY OIL soothes, cleanses, pro-
tects. Has 6 times more lanolin, plus safe
antiseptic to check skin germs.

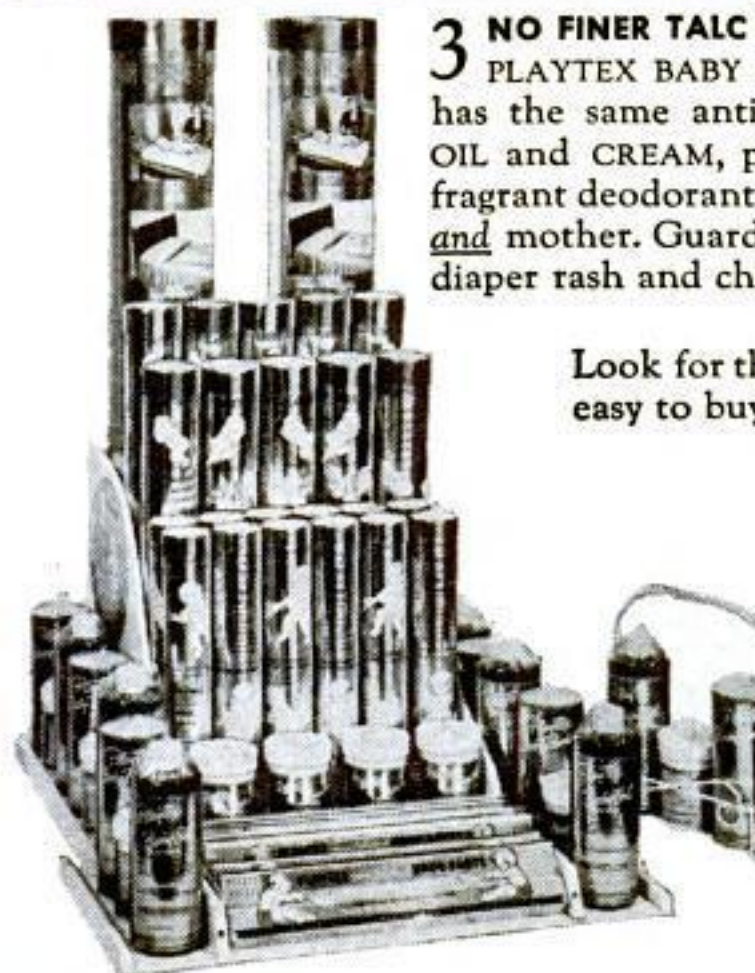
2 PLAYTEX BABY CREAM is made with a
non-chilling oil base that is so gentle to
baby's skin. Extra-enriched with lanolin,
safely antiseptic. Keeps baby protected
against urine irritation all night long.



Playtex Powder
is so soft!
so gentle!



Playtex Baby Pants keep me
"Socially Acceptable"!



3 NO FINER TALC is made!
PLAYTEX BABY POWDER
has the same antiseptic as
OIL and CREAM, plus safe,
fragrant deodorant for baby
and mother. Guards against
diaper rash and chafing.

4 COMPLETELY COMFORTABLE,
waterproof. PLAYTEX BABY
PANTS rinse odor-free—pat dry in
seconds. No irritation, no binding.
Stretch all over for all-over com-
fort. Won't rip or tear with con-
stant wear.

Look for the PLAYTEX Counter Display that makes it
easy to buy all PLAYTEX Baby Products in one spot.

For Happy Comfort For Babies
Say "Playtex"

For The Gifts That Mothers Really Want
Beautifully gift-packaged Playtex Products are
sold at all department stores and specialty shops.
Ask for "Koolies" brand in better drugstores.
INTERNATIONAL LATEX CORP. Playtex Park
Dover, Del.
© 1948

Bolger Is Back CONTINUED



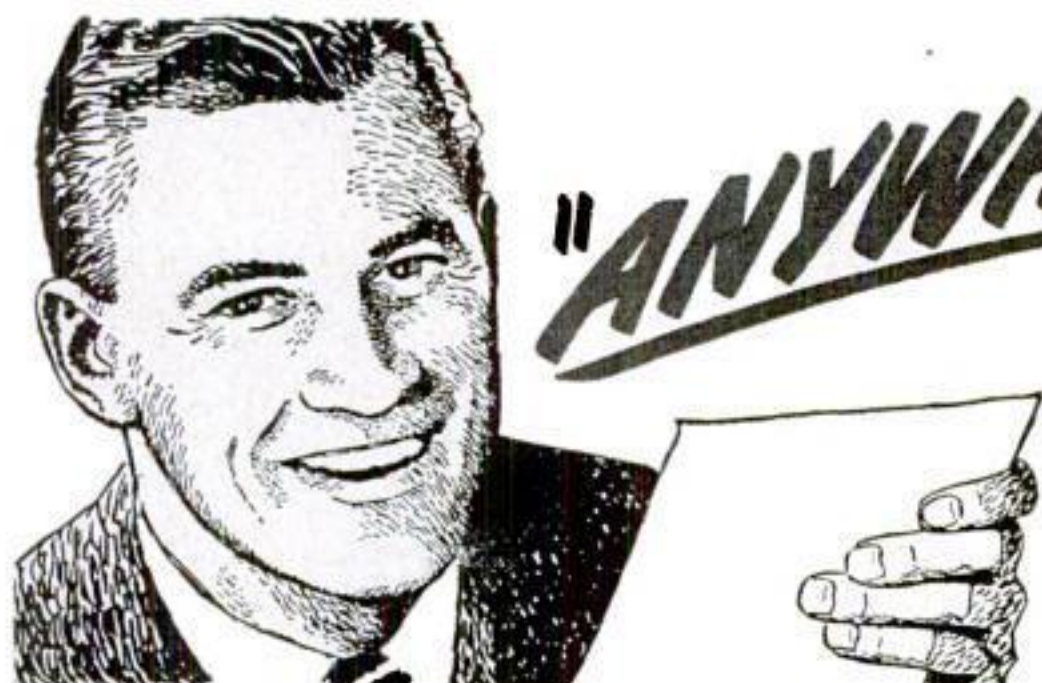
TRUE LOVE is voiced by Ray Bolger to Allyn McLeri, bright new starlet in
show. In order to chaperone her properly, Bolger dresses up as his own aunt.



A MAD TEA PARTY occurs on the college campus when the visiting young
ladies and other guests are served tea with wild abandon by Charley's aunt.

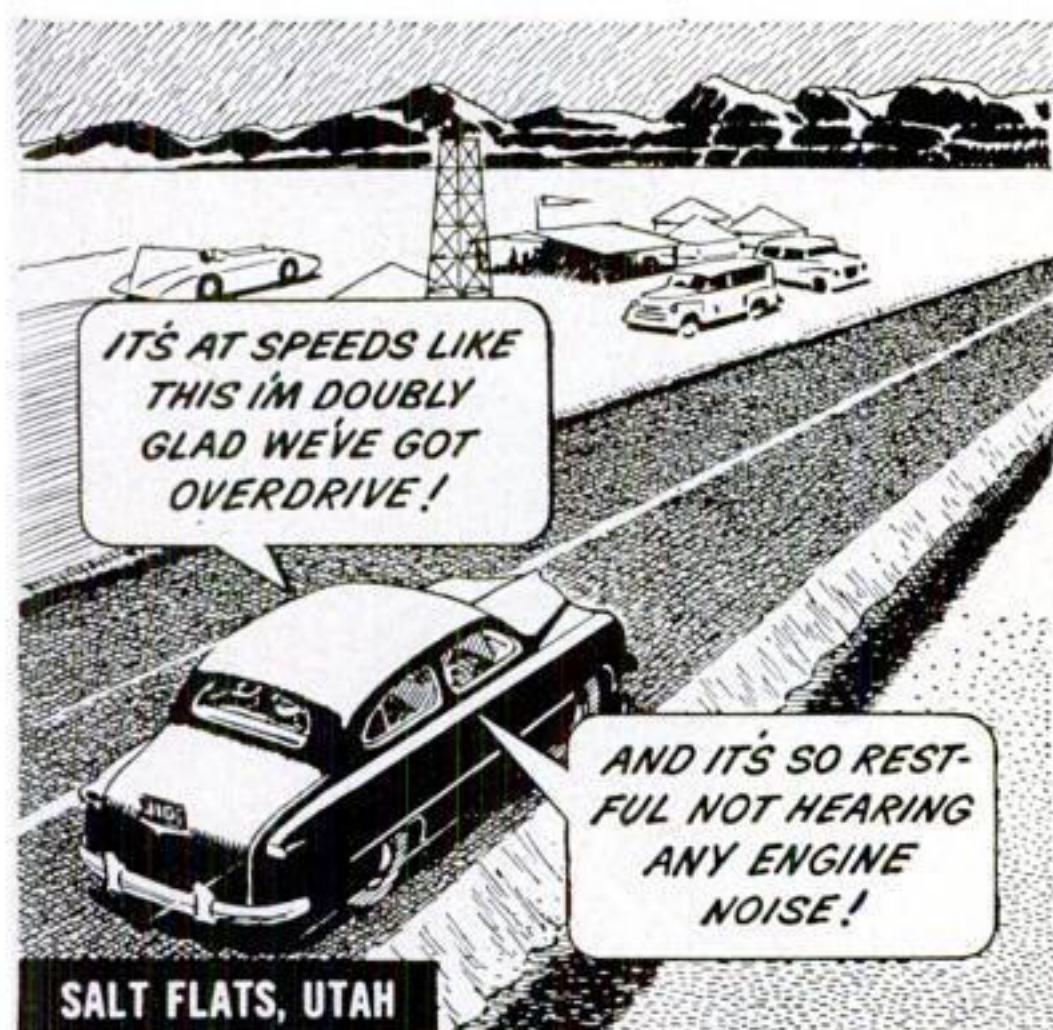


IN A SLAPSTICK WOOING Mr. Spettigue (Horace Cooper) chases Char-
ley's aunt, thinking her a rich widow. But Charley ends up safely with his girl.



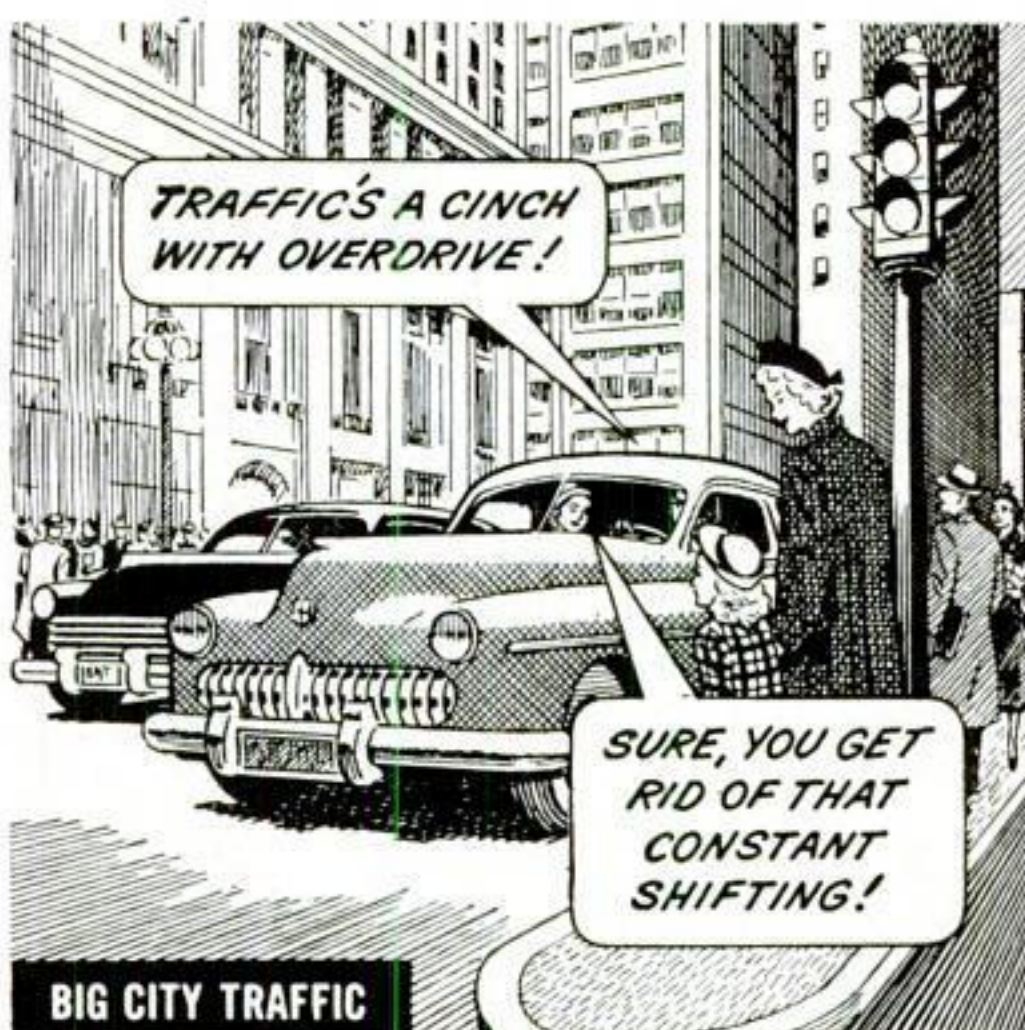
"ANYWHERE THE DRIVING IS SWEETER with B-W Automatic Overdrive!"

Time-tested automatic overdrive is a development of B-W's Warner Gear Division. It is the advance type of transmission which automatically selects a higher or lower gear ratio which will deliver the required power with the greatest economy in gasoline.



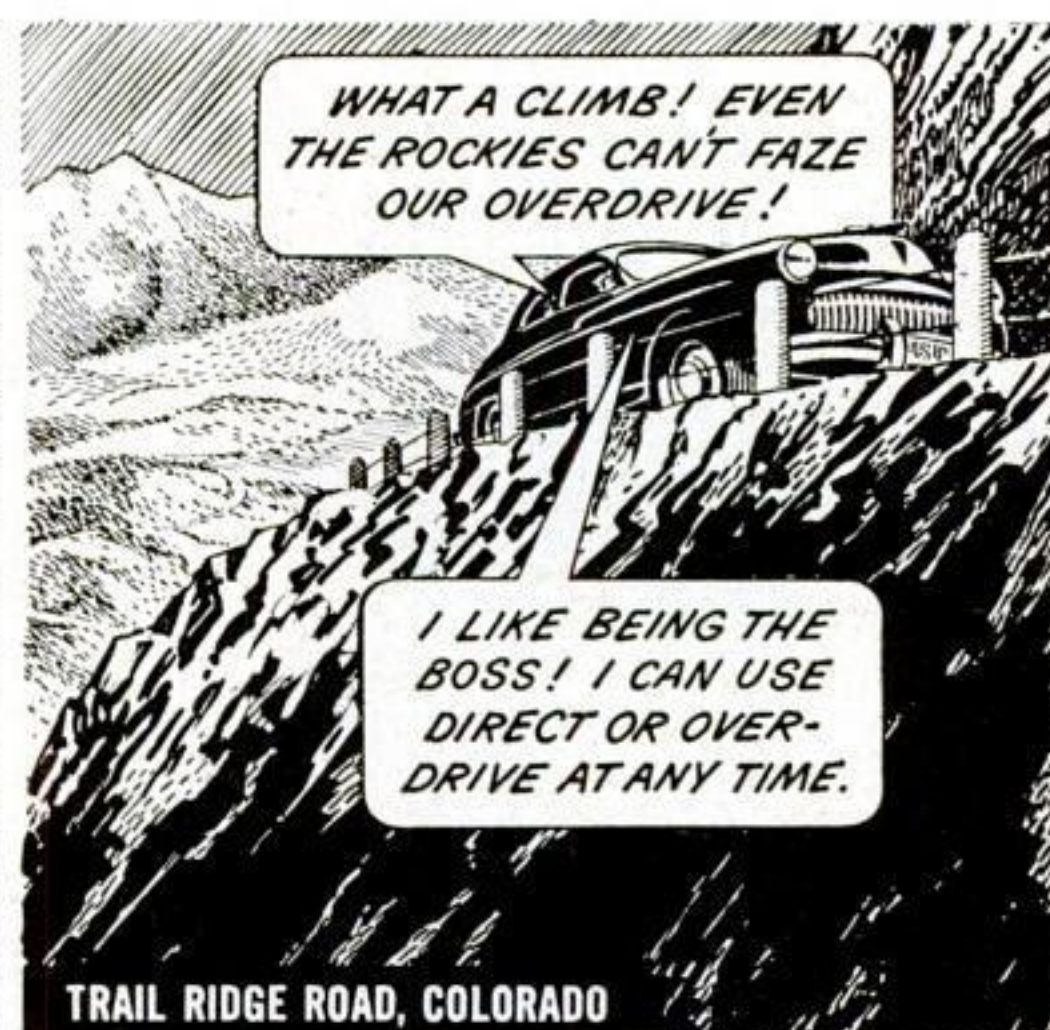
SALT FLATS, UTAH

"On any highway, B-W Overdrive brings a new thrill to driving. As you gain speed—the overdrive automatically cuts in! In no time you're up to 50 miles an hour—but the engine's still ambling along at 35. There's no fatiguing engine noise and vibration. Gas goes farther. You'll find yourself getting up to 3 miles free in every 10."



BIG CITY TRAFFIC

"New York, Chicago, San Francisco—wherever driving's by creeps and sprints, B-W Overdrive does the bothersome work. You get into second—and there you stay. As you pick up speed, you automatically go into second overdrive which gives the faster gear you need. Save that clutch for full stops. Driving's lots easier."



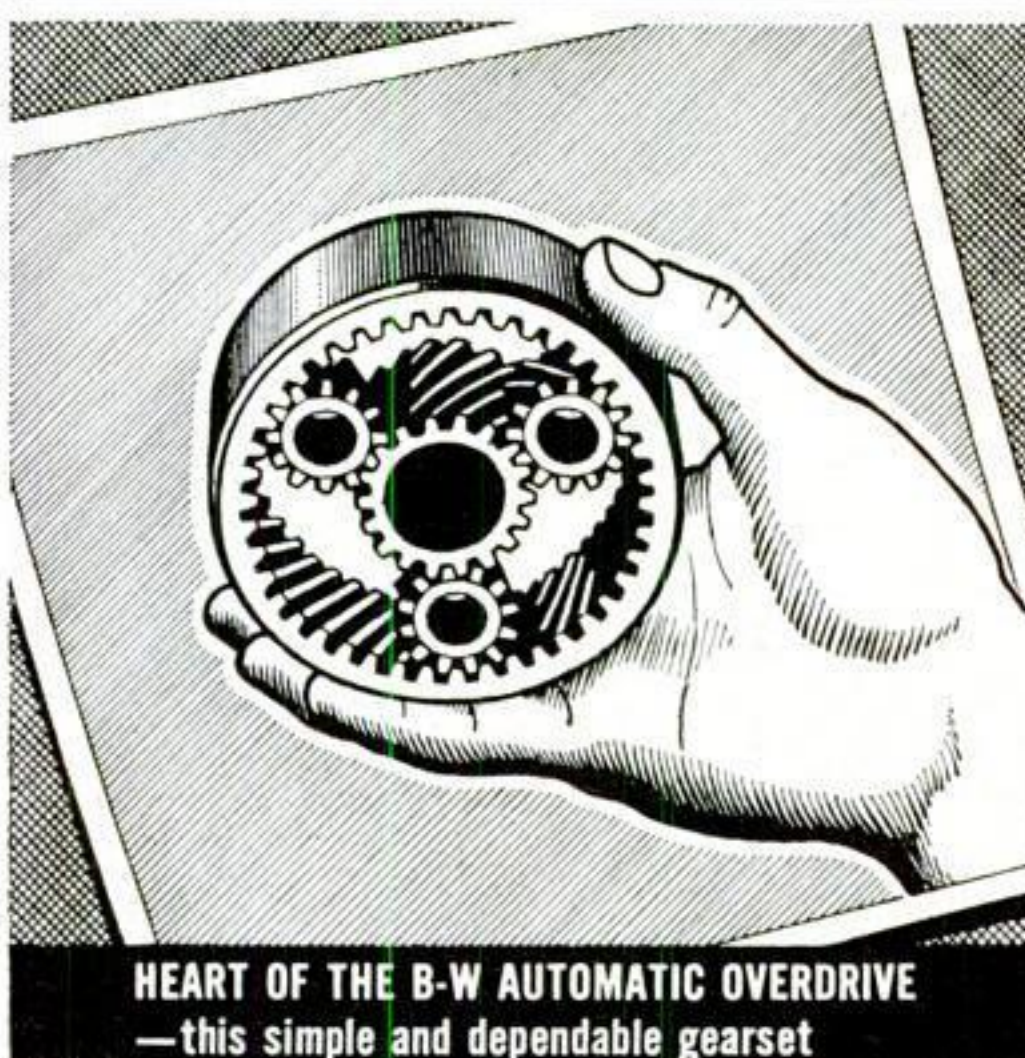
TRAIL RIDGE ROAD, COLORADO

"High road, low road—at any speed—you can switch permanently into conventional drive. Just a pull of the dash control does it instantly. Most of the time, of course, you'll want to be enjoying the performance and economy of your B-W Overdrive . . . giving your engine a chance to take things easy and double its life."



TAMIAMI TRAIL, FLORIDA

"Passing and emergencies call for power—delivered in a good burst. With overdrive you get it pronto—just by stepping quickly on the gas. As the engine turns faster, you are automatically shifted from overdrive into powerful direct drive for as long as you need it. You can see, you sacrifice nothing to enjoy overdrive performance."



HEART OF THE B-W AUTOMATIC OVERDRIVE
—this simple and dependable gearset

"It's amazing—such a compact mechanical device adds such big satisfaction to driving. The surprisingly small initial cost is actually an investment! B-W Overdrive often pays for itself in the first 20,000 miles. Gas savings alone are a big item . . . to say nothing of what you save on repairs. Your car has a better re-sale value, too."



Nearly two million car owners! From coast to coast, driving over every imaginable kind of road, they are today enjoying the proved, wonderful performance and economy of the B-W Automatic Overdrive. You'll find that this type of transmission is offered on the latest models of many leading makes of automobiles.



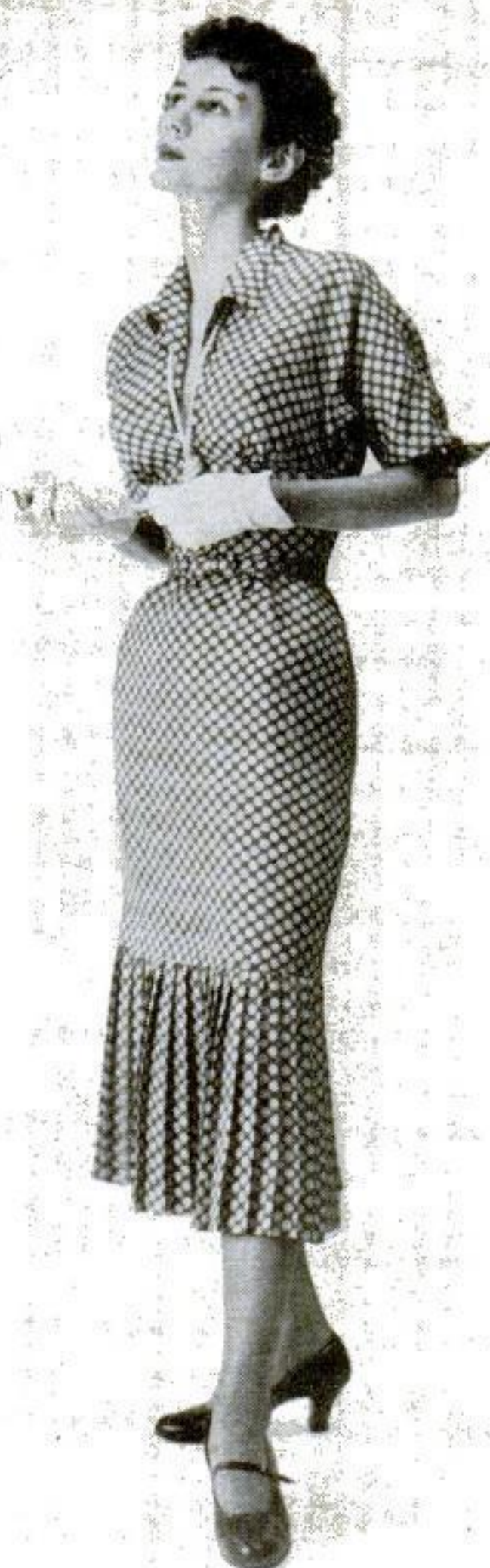
ALMOST EVERY AMERICAN BENEFITS
EVERY DAY FROM THE 185 PRODUCTS MADE BY

BORG-WARNER

19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • INGERSOLL UTILITY UNIT • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER CARBURETOR • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • NORGE MACHINE PRODUCTS • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • SUPERIOR SHEET STEEL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.



\$19.90. Black wool blouse (\$5.95) and black taffeta skirt at \$13.95 by Lillian Abbott are for cocktails.



\$14.95. Blue-and-white tie silk is used in this afternoon dress with a plunging neckline from Majestic.



\$16.90. White organdy blouse (\$5.95), peg-top velveteen skirt (\$10.95) by Junior House are for after 5.



\$19.95. Low-necked afternoon dress of beige wool is by Horwitz and Duberman.



\$17.95. Henry Rosenfeld taffeta afternoon dress has a full skirt, roll collar.

20 Dresses under 20 Dollars

They embrace every new style



\$19.95. Owen Morgan's black crepe has a high cummerbund, plunging neckline.



\$17.95. Cuffed pockets add front fullness to Henry Rosenfeld cocktail dress.



\$19.95. Short plaid evening gown of taffeta by Junior House has ballerina skirt.



\$16.90. Jerry Gilden combines a black velveteen jumper with a gray blouse.



\$19.95. Classic suit dress of royal blue flannel from McKettrick is shown with inexpensive leopard beret.



\$19.95. Current Empire style is exemplified in this striped black taffeta evening gown by Junior House.



\$17.95. Jonathan Logan makes this off-the-shoulder cocktail dress in several colors of iridescent taffeta.

Last week LIFE set out to discover just how well-dressed a U.S. woman can be during a period when inflation is battering the family budget. The answer appears in these pictures of dresses which are currently on display or about to go on display in department stores the country over and all of which cost \$20 or less—some much less. Despite their modest prices they reflect every facet of the season's newest styles. There are office and sports dresses, street suits, afternoon and cocktail dresses, short evening dresses and (*next page*) full formals. They come in almost every fabric that is new and currently smart: wool jersey, the new paper taffeta, satin-striped fabrics, 100% wool and velvet. The styles are the same as those introduced in the salons of world-famous *couturiers* this season—the high-waisted, peg-topped skirt, the off-the-shoulder short evening dress, the plunging and chin-hugging necklines and the "back interest" dress. Here they have been photographed, not with costly accessories that sometimes disguise inexpensiveness, but with ropes of pearls and scatter pins that cost only \$2 each and the season's highly successful beret hat, available in velveteen, plaid and plush at under \$7.



\$19.95. Black polka dots on green wool enliven Horwitz and Duberman dress.



\$16.95. Classic gray tweed office dress by Bedford has hook-and-eye fastening.



\$14.95. Dotted silk tie afternoon dress (Jonathan Logan) has rounded shoulders.



\$19.95. Jersey business dress of men's-wear gray is by Horwitz and Duberman.



\$14.75. Plaid suit with a shawl collar here worn over black sweater is Rhea's.



\$8.95. Velvet collar, cuffs decorate a double-breasted suit from Jerry Gilden.

COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That *quickly* helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS
STAINLESS

MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

BESTFORM

*no finer fit
at any price*

to give you
smooth, round hips...

Bestforms wonderful brocaded side-hook girdle, boned front and back, elastic side panels for firm control. At fine stores.

Style 3280—12", sizes 25-34.
Style 3480—14", sizes 26-36.
Style 3680—16", sizes 27-36.
In nude only, \$5.00

TWENTY DRESSES CONTINUED





\$19.95. Two heavily ribbed bands add great fullness to the skirt of an off-the-shoulder evening dress which was designed by Lovejoy in amber taffeta.



\$19.95. This Jonathan Logan evening dress of red satin with black polka dots is decorated with a bow of black taffeta in back and is drawn tight in front.



New Slant on Cuffs

What gives this cuff its graceful, unpinched look? The SWANK Elbo* bend does the trick. Unlike ordinary links which have a straight post  SWANK links form an angle like the bend of an elbow.  Only SWANK links have the Elbo bend — it holds cuffs at just the right angle, with edges in perfect alignment. That's why they're a must with men who prize correctness in every detail of dress for business or formal wear.

Cuff links from \$2.50 to \$40.00.

Always look for the name SWANK on all our products

*Patented

Prices subject to Federal Tax



SWANK — © Swank, Inc., Attleboro, Mass.

Men prefer
SWANK

It's not friction—it's *Acid Action*

from "On and Off" driving that causes most engine wear



ON



ON



OFF

Unique "X" safety factor
in Shell X-100 Motor Oil
counteracts Acid Action



You may have thought it's friction that causes the most engine wear. Now it is known that this is *not* so!

It's *Acid Action*—chemical etching of engine parts that takes place in the low operating temperatures of today's "On and Off" driving!

In your short trips about town, to the bank, to school, to the store—your engine is intermittently "On and Off"... runs for brief periods of time only. Hence it seldom "warms-up" to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting *Acid Action* that accounts for up to 90% of your engine's wear!

Shell Research worked "all out" on

this problem... developed a unique "X" safety factor to combat *Acid Action*. Now, 2½ million miles of road testing prove conclusively that with this "X" safety factor *Acid Action* is effectively counteracted—engine life is prolonged.

This triumph of Shell Research—another Shell "first"—comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter what its price.

Let your Shell Dealer drain, flush and refill your crankcase with Shell X-100 Motor Oil today.

It's incomparable!



THREE HONEYBEES SHOW HOW A BEE LANDS. TOP LEFT: LEGS UP; MIDDLE: LETTING LEGS DOWN; BOTTOM: LEGS DOWN. AT BOTTOM RIGHT WORKERS KILL A DRONE

BEES ON THE WING

Workers get ready for the winter by bringing food and killing drones

Every year before winter comes the worker honeybees make their final flights to the flowers. As the flowers die off the bees go farther and farther afield. When the flowers have all gone, the bees bring in their last loads of pollen and nectar and then, preparing to retire into the hive, they perform one last rite to make doubly certain of winter's food and warmth.

All summer the workers have come back to the

hive, often carrying more than their own weight in food for the queen and the larvae and also for the drones. The drones, useless since the mating season but allowed to stay in the hive anyway, can no longer be tolerated. Now before taking their rest the workers descend on the drones, as shown at lower right above. In a final burst of strength they push the drones out of the hive and often ride them to the ground until, beaten, the drones die off.



At last!
real he-man comfort!



1

"Fancy meeting you doing the rhumba," says my pal Ed. "And on a public street corner, too!"



2

"Quiet," I says, "I'm straightening my underwear." "How quaint," says Ed and gives me an earful that sends me running—



3

—to the nearest store for Jockeys. And there they measure me with Coopers' copyrighted "Hip-Tape," an exclusive service for Jockey customers.



4

And man! Is it wonderful to have these Jockeys that are measured to your build. No more old-fashioned bunching, binding underwear for me!



Yessir!
Jockey gives you
COMFORT SO PERFECT
IT'S PATENTED!

Sure, you want underwear comfort around your waist, but why not have it at the crotch, too! That's where most discomfort occurs. And that's why millions of men demand Jockeys. For Jockey has comfort so perfect it's patented.

Jockey's "Hip-Tape" measuring method, developed and copyrighted by Coopers, assures "snug as your skin" fit *everywhere*. And only Jockey has the patented cradle pouch, the Y-Front with no-gap opening, the smooth-seamed freedom from binding and chafing. See your Jockey dealer right now—get measured—get Jockeys! And get Jockey Contoured Shirts to match, sleeveless or short sleeves.

Also
Jockey
Underwear
in Children's
Sizes



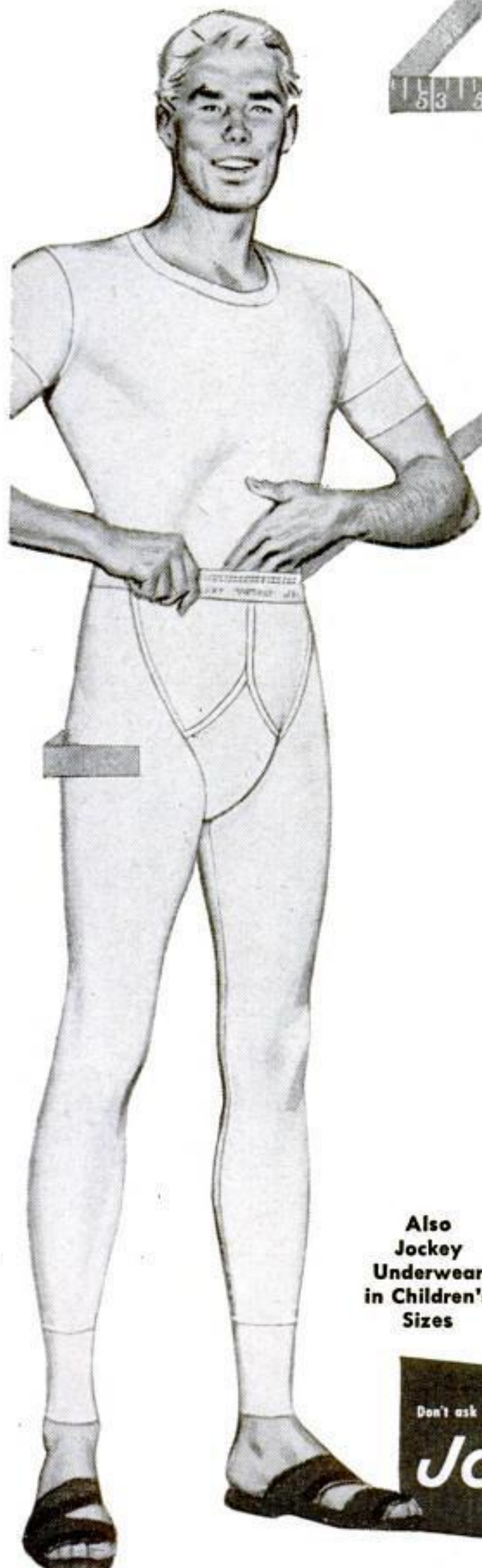
Don't ask for "knit underwear" ask for

Jockey

REG. U. S. PAT. OFF.

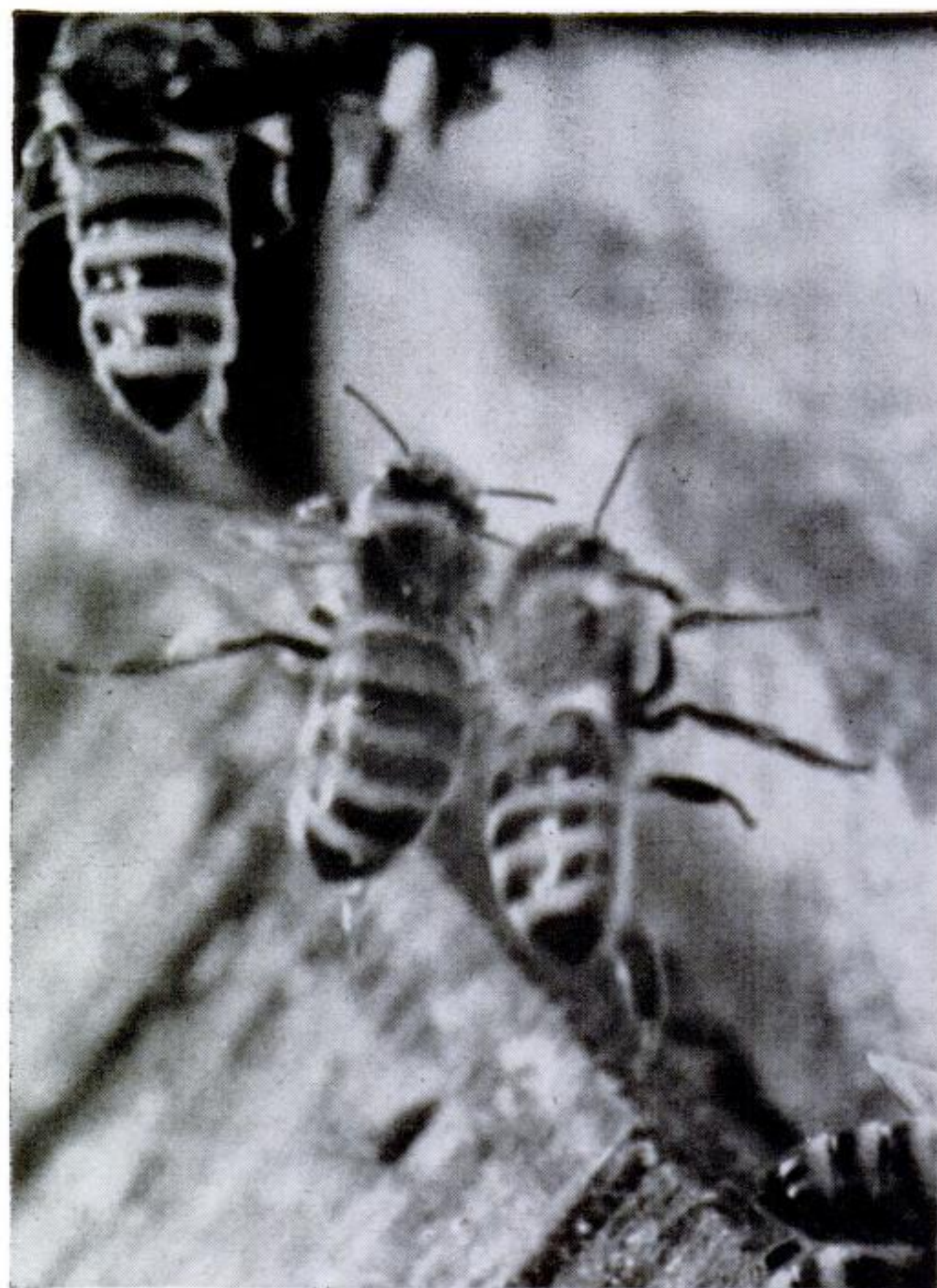


It's a brand. It's a trademark. It's made by
Coopers INC.
Kenosha Wisconsin



Licenses: Canada, Moodies; British Isles, Lyle and Scott; Australia, Speedo Knitting Mills; New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmoeller; Colombia, Ego Ltda.

Bees on the Wing CONTINUED

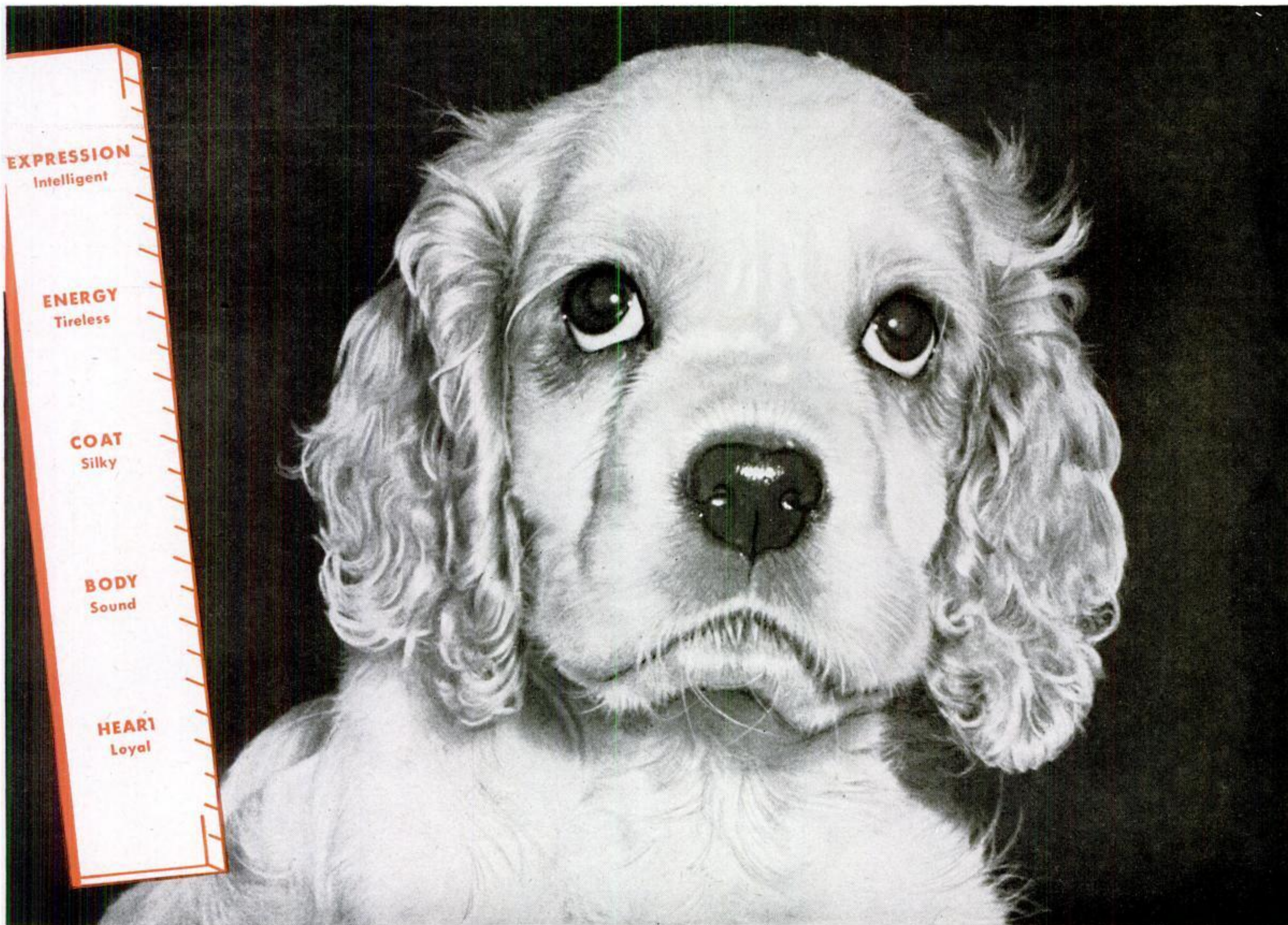


LANDING COLLISION jolts two worker bees whose wings have become entangled as they dive at the same moment toward their hive. Bees have two pairs of wings, one slightly behind the other. To fly they hook these wings together.



BEARING POLLEN, a bee heads home, its round pollen basket swollen out from its hind leg and its eyes staring at LIFE's camera. Bees have six legs, two for carrying pollen, two for releasing pollen at the hive, two for cleaning antennae.

GIMME A CHANCE to show you!



In wonderful ways your dog will show you
how it pays to nourish **EVERY INCH** of him
... with Gaines!

● **EVERY INCH** of your dog the picture of glowing health—every inch of his body energetic and strong—his coat dense and glossy—his spirits sky-high! The results of giving expert care and of nourishing **EVERY INCH** of your dog are too important for you to miss.

Because people like you have given their dogs a chance to show them what Gaines is able to do, it's now the largest-selling dog food in America. Gaines is the

food—the easy-to-feed, *economical* food—that provides every type of nourishment dogs are known to need.

Only Gaines contains **VIACTRON**

VIACTRON is a special combination of nutritious foods prepared in granular form by an exclusive Gaines process. It is rich in vitamins, minerals, high quality proteins, and highly digestible carbohydrates and fats. Due to these ingredients and Gaines' unique process, Viactron helps a Gaines-fed dog get more good out of every ounce of food!

New Gaines Meal

"Nourishes Every Inch of Your Dog"



A Product of General Foods



HOW LITTLE
it costs to
feed Gaines!

A 5-lb. package of Gaines provides nourishment equal to fifteen 1-lb. cans of canned dog food. Yet Gaines costs less than half as much to feed!

Copyright 1948 by General Foods Corp.

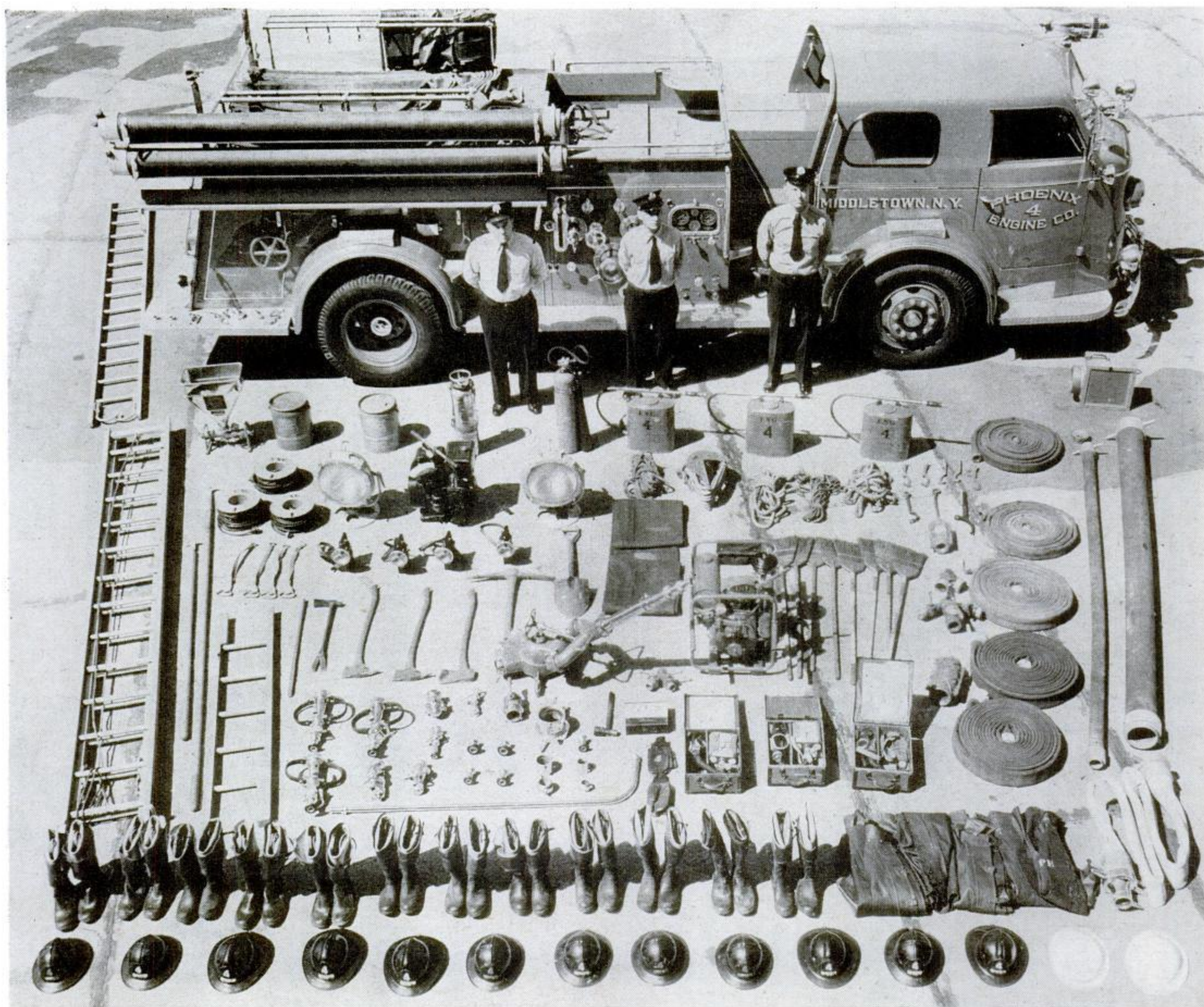
THE 1948 FIRE ENGINES

THEY ARE FLASHIER, FASTER, MORE EXPENSIVE THAN EVER

All through America the big, rumbling, shiny red fire engine has been a national institution ever since it was drawn by snorting horses to the accompaniment of the warning bawl of "Engine!" and the yelps of every small boy and dog in town. Even today the fire engine must serve the double purpose of putting out fires and being constantly on display for the kids, but any grownup connoisseur can look at the streamlined 1948 models and see that efficiency's gain is glamour's loss.

The modern fire engines with their fantastic welter of equipment are marvels of efficiency. They carry more hose, have more water capacity and the firemen, like the driver, sit in enclosed cabs instead of balancing dashing and precariously along the side rails. The new aerial trucks are

built so that they can maneuver better, avoiding the embarrassment that sometimes befell the old when they had to back up and try again on narrow corners. The biggest pumper engine, which has a top speed of 65 mph, can reel out 1,800 feet of hose and begin pouring out water at 150 pounds pressure at a rate of 1,500 gallons a minute within two minutes after arriving at a fire. The sleek aerial (pp. 100, 101) sends its ladders shooting 100 feet skyward in 30 seconds at the easy flick of three small levers. The fire engine manufacturers, such as American-LaFrance which makes the ones shown on these pages, have been deluged with orders but are finally catching up. Like nearly every other postwar commodity the new engines come high. The 1939 four-wheel aerial cost \$18,000. The 1948 one: \$32,000.



FIREMAN'S TOOLS are spread out before pumper truck. At left and right are ladders and hoses. In back row (left to right) are a Foamite generator, cans of Foamite, Foamite extinguisher, carbon-dioxide extinguisher and three pump tanks for grass fires. In next row are electrical cables on drums, searchlights and

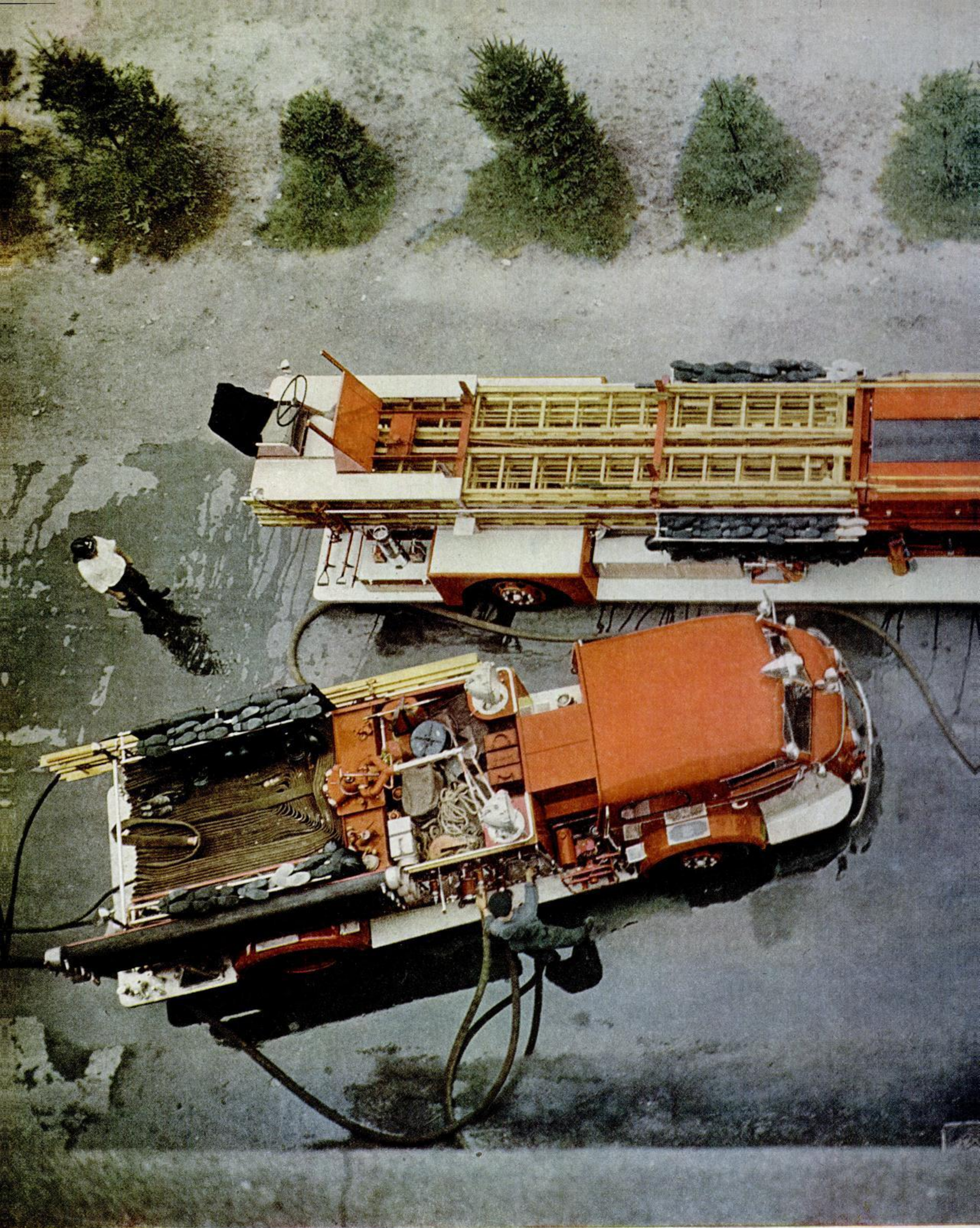
a generator. To right of searchlight are ropes and spanners. In next line are forcible entry tools, fire axes, shovel, canvas cover, another generator, brooms and Siamese (two-headed) couplings. In next row are nozzles, first aid kit, gas masks. Boots, coats and helmets are in foreground. White helmets (right) are for officers.



THE CRASH TRUCK being tested here is a new model developed to fight fires at airports. Using regular hoses and a special hose with a nozzle that shoots

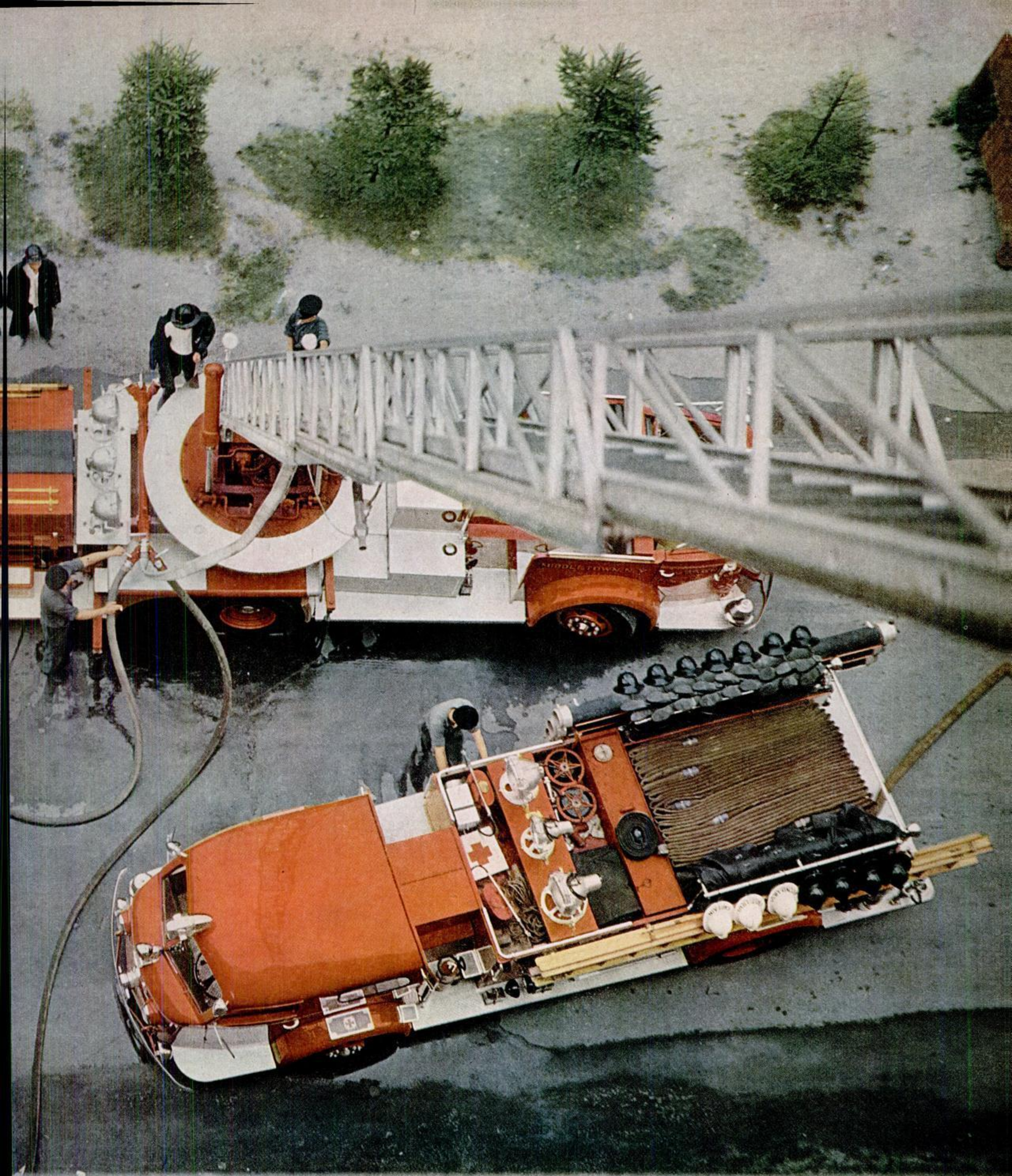
smothering foam, the truck carries a water tank and can shoot on the run, circling the burning plane and ducking in near plane where flames are not too fierce.

CONTINUED ON NEXT PAGE



A NEW AERIAL TRUCK is shown with two pumper trucks (*foreground*) which pump the water for the hoses that are used on the ground and carried up

the ladder. The postwar aerial trucks have all-steel ladders with welded rungs, permitting the firemen to carry heavier hoses aloft than on the prewar trucks.



The new ladders can be raised as high as 100 feet and placed in position by one man manipulating only three levers, whereas it took two men on cranks to operate

the prewar ladders and extend them to their maximum length. These new aerial ladders stop rising automatically as soon as they touch the side of a building.

CONTINUED ON NEXT PAGE



"THE TILLER" is firemen's term for rear seat of aerial ladder truck. Sitting over racks of auxiliary ground ladders and such equipment as pitchforks and tin

roof cutters, man at tiller is about 50 feet from driver. He has to coordinate with driver perfectly, so communicates with him in code over a buzzer and light system.

*Look
New!*



For your Gerber Baby, too! Savory **ARMOUR** Meats

Latest additions to those good, good Gerber's Baby Foods. Delicious beef, veal, liver—all lean, selected meats from Armour with *complete high quality proteins*.

All ready to heat and eat. No scraping! No cooking! No waste with these fine quality, government-inspected meats. Prepared with the same scrupulous care that goes into all Gerber's from the three Cereals

through the thirty-five Strained and Junior Foods.

Is baby young enough to enjoy smooth Strained Meats? Or old enough for tiny tempting particles of Junior Meats? Either way you pay *one low price* for Gerber's. Here's the economical way to provide first-rate meats for baby. Several servings of Armour Beef, Veal or Liver in every can!



Gerber's
BABY FOODS
Fremont, Mich. — Oakland, Calif.



Accepted by the Council on Foods and Nutrition of the American Medical Association.

3 Cereals • 20 Strained Foods • 15 Junior Foods • 3 Strained Meats • 3 Junior Meats



STARLET HELENA CARTER CROSSES FOILS WITH DOUGLAS FAIRBANKS JR. AS THEY PRACTICE FOR SWASHBUCKLING ROLES IN THEIR NEW PICTURE "THE O'FLYNN"

MOVIE FENCERS

A pretty starlet proves a match for the great swordsman's son

Douglas Fairbanks Jr. has swaggered and slashed his way through the movies in his father's footsteps and many a villain has been impaled on his vengeful sword. But when it came to fencing with a pretty girl during a pause in the shooting of his new film *The O'Flynn*, the son of Hollywood's greatest swordsman found himself facing an opponent at least as good as he is. The girl was Helena Carter, the female lead in the picture, who learned her

fencing seven years ago at Hunter College in New York City. Helena was a little rusty and, during the exhibition shown on these pages, she nicked Doug on the chin and the right arm; he gallantly ended the session by allowing his foil to be dashed from his hand (p. 107). His fencing form throughout was none too good, but fortunately the script of *The O'Flynn*, a costume melodrama, calls for Doug to do most of his fighting with a shillelagh.

CONTINUED ON PAGE 107

Nashua

the "magic" blanket

...warmer than many costing up to twice as much!

The warmest Christmas gift you can give (or get for yourself) is a Nashua Purrey[†] blanket. This "magic" blanket is warm as toast, light as foam. Here is the secret: a patented blend* of scientifically processed rayon fibers and wool. The result, tests prove, is a blanket warmer than many costing nearly twice as much!

Yet moths won't eat it! You can forget about old-fashioned moth protection when you own a Nashua Purrey blanket.

Leading stores everywhere feature Nashua blankets, so look at them when you do your Christmas shopping. Only Nashua gives you these rich, "snow-flecked" colors (and white that stays white), each matched with generous rayon satin bindings. Ask for them at your favorite store today.

*Patent 2,208,533 †Reg. U. S. Pat. Off.

ALL these advantages, too!

Money back . . . if your Nashua Purrey blanket is damaged by moths

Warmer than many blankets costing nearly twice as much

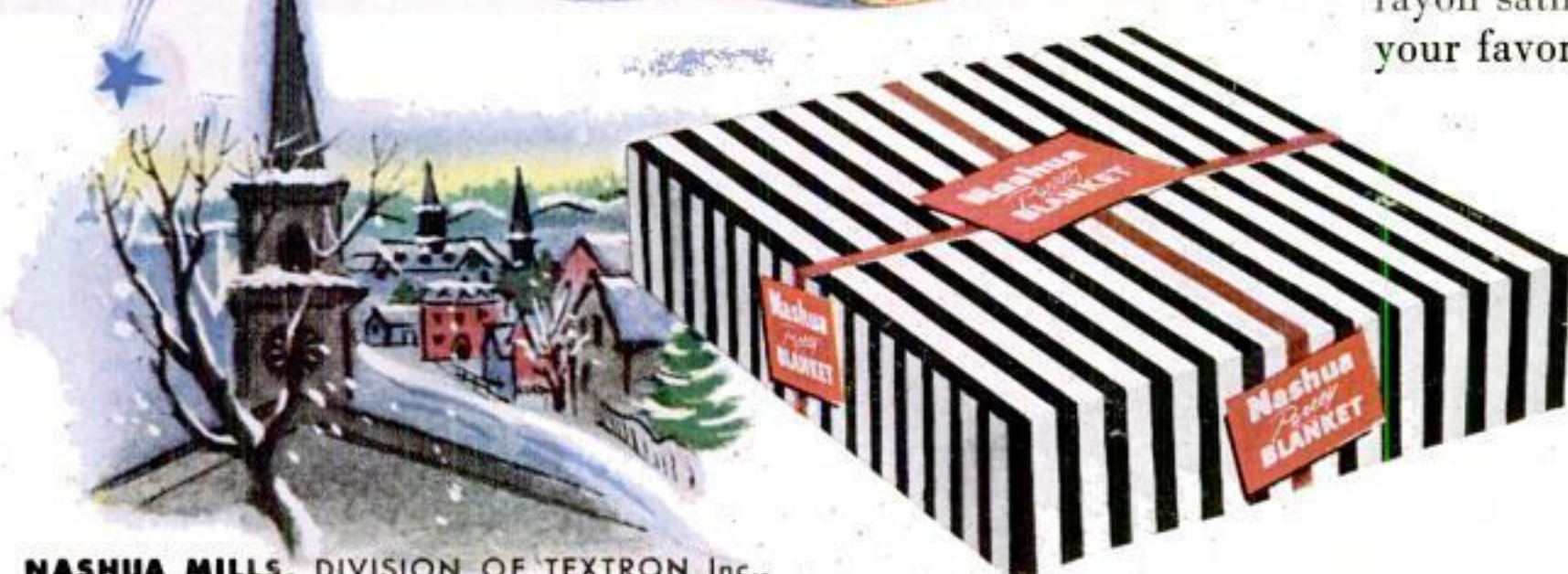
Deep, "frosted" nap—light as a feather

9 gorgeous colors—and white that stays white

Rich rayon satin binding

Washable in mild suds

In 3 sizes: 72 x 84 — \$6.95
72 x 90 — \$7.95
80 x 90 — \$8.95



Only \$7⁹⁵ FOR 72" x 90" SIZE
SLIGHTLY HIGHER IN THE WEST

NASHUA MILLS, DIVISION OF TEXTRON Inc.,

ALSO MAKES BLANKETS OF COTTON AND MIXED FIBERS • COMBED PERCALE AND MUSLIN SHEETS • INDIAN HEAD[†] COTTON • SHOWER CURTAINS • HOME FASHION FABRICS

Look what's here for Breakfast---HOT!

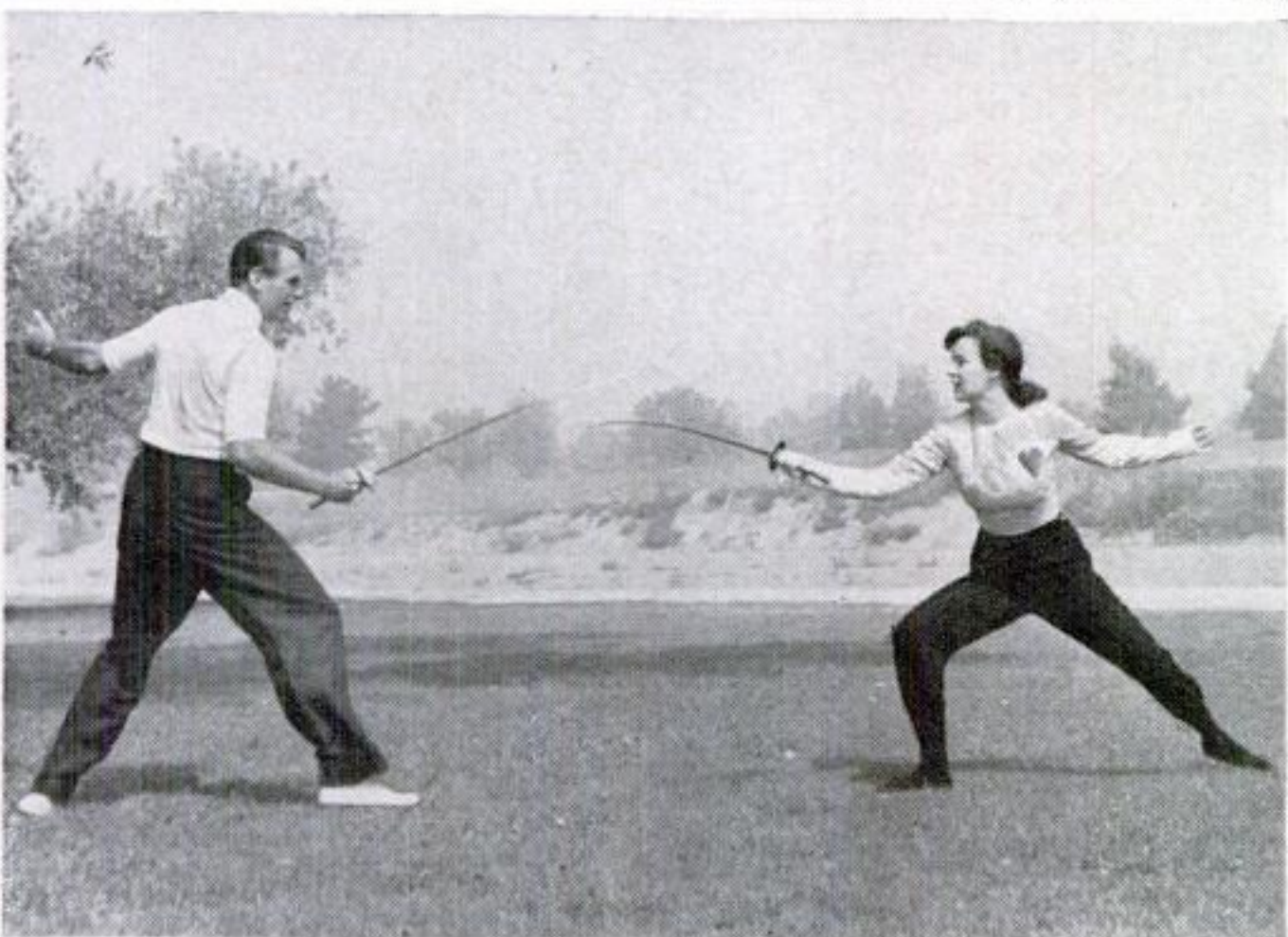
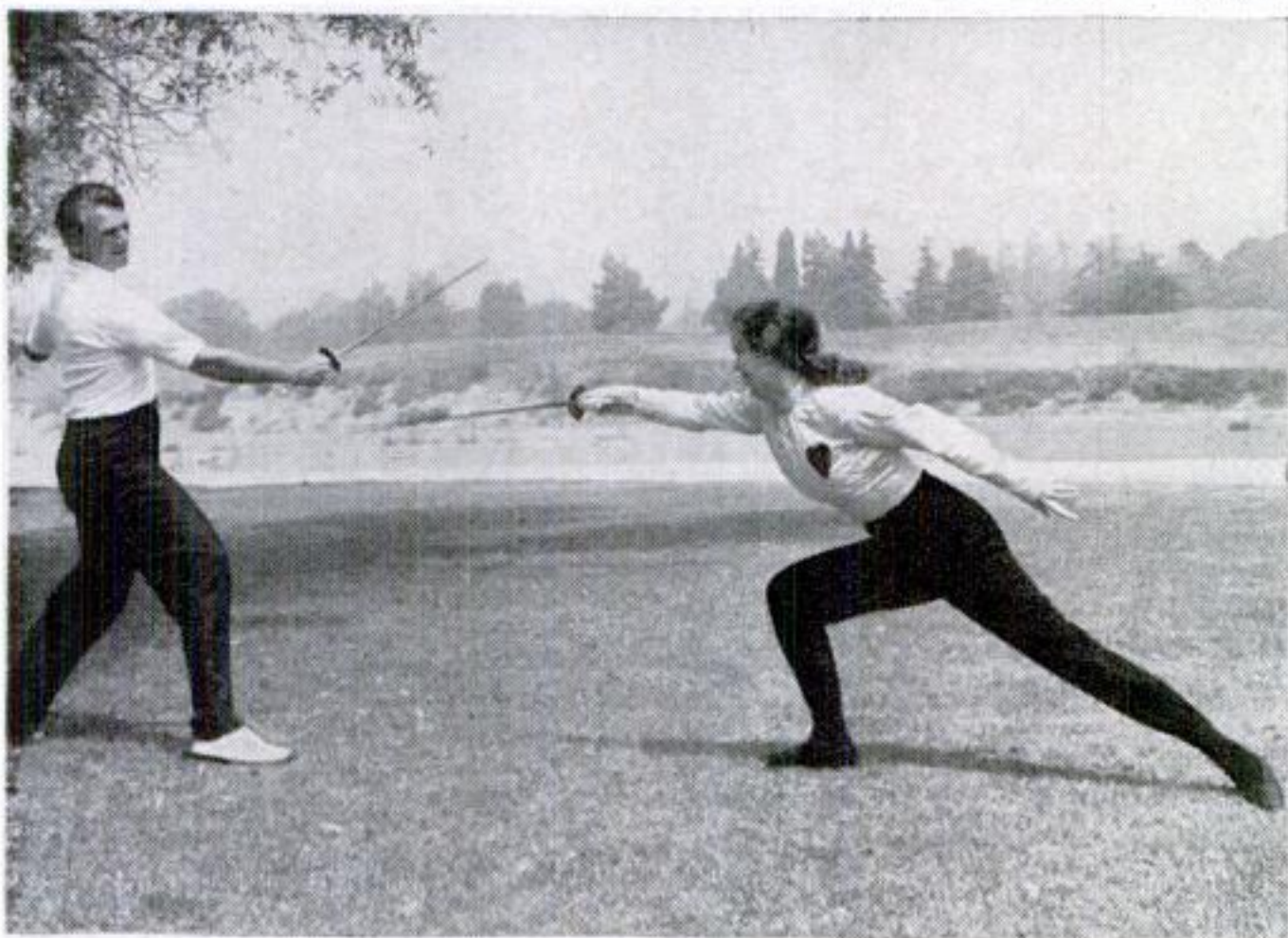
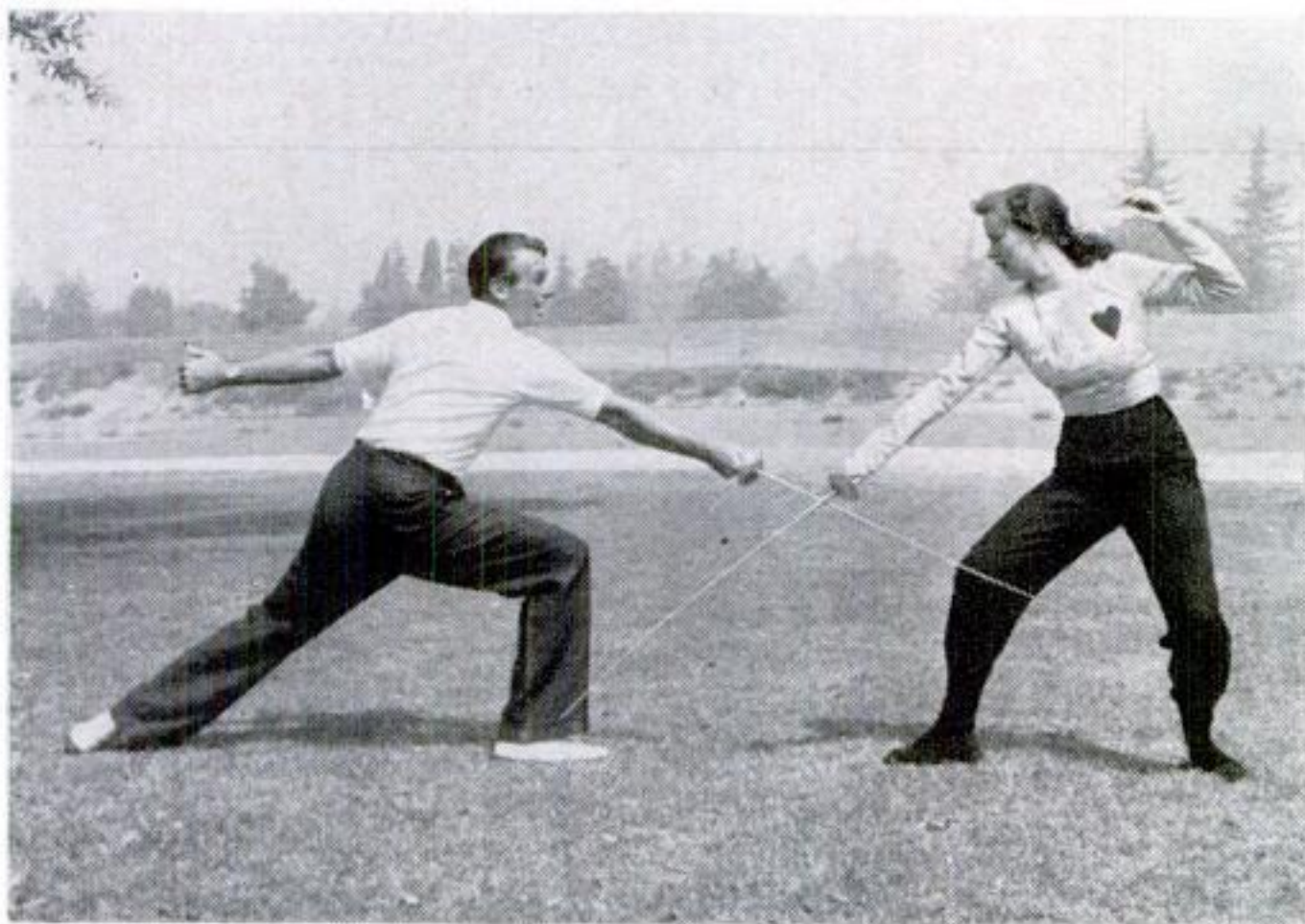
IT'S THAT VALUE-FULL, FLAVOR-FULL NABISCO SHREDDED WHEAT



Pour salted boiling water over Nabisco Shredded Wheat in a strainer. Dot with butter and brown sugar. Serve with whole milk.



 COLD MORNING...QUICK HOT BREAKFAST  THAT'S NABISCO SHREDDED WHEAT...AND EVERYBODY'S HAPPY  ...FOR SERVED HOT OR COLD... CRUMBLER OR WHOLE  NABISCO SHREDDED WHEAT GLOWS INSIDE YOU WITH THE SUNNY HEARTY FLAVOR OF THE NATURAL DELICIOUS WHOLE WHEAT  ...FULL OF WHOLESOME CHEERY NOURISHMENT... GALLANT NABISCO SHREDDED WHEAT  ...YOUR BEST BUY FOR TOMORROW'S BREAKFAST.



HELENA'S DEMONSTRATION of form includes a smart parry (*top*), a good lunge, followed by a mediocre maneuver that leads Fairbanks to drop his foil.

CONTINUED ON NEXT PAGE

Now...in 32 seconds...change your Dryskin Hands into softer, smoother 'Sofskin' Hands



'Sofskin' Hands...soft as this tiny, white kitten!

New 4-action beauty cream rushes a younger, prettier look to your Dryskin Hands! It's wonderful! The instant you smooth it on, rich, creamy Sofskin Creme goes right to work. Its special penetrating goodness actually soaks into dry surface skin...softening, smoothing, beautifying. Suddenly you have 'Sofskin' Hands...lovely to look at, thrilling to touch! Try Sofskin...see!



HE: Your hands are so soft, so smooth!
SHE: Thanks to Sofskin Creme!



Sofskin CREME

Softens dry-feeling hand-skin!
Smooths roughened surface skin!
Protects against soapy-water dryness!
Beautifies — hands look whiter, younger!



A jarful of 'Sofskin' Hands! In beautiful black-and-gold jars at drug and cosmetic counters.

Sofskin—Reg. U. S. Pat. Off.

YOUR DOG wants the *Friskies*



"PROFESSIONAL"
DOG-FEEDER



- All-aluminum, 3 pieces.
- Designed by famous kennels.
- 2 sturdy bowls. Can't tip.
- Correct height, bowl size.
- Easy to use and keep clean.

RETAIL VALUE \$3⁰⁰

for Only

\$ **1.25**
POSTPAID

with the "Winking Pup"
from any
size Pkg
of
Friskies

MONEY-BACK GUARANTEE

**ORDER NOW
FOR CHRISTMAS!**

A unique, *useful* gift for every dog owner. Not sold in stores. Supply limited — don't delay!

DOG MEN SAY: "Feed Friskies!"

Because no other diet provides more positive assurance of *complete nutrition* Friskies is fed, and advised, by leading breeders, trainers and veterinarians. Professional dog men know many common ailments of stomach, bones and skin may be traced to faulty diet. So they feed scientifically *balanced* Friskies. Profit by their expert example — and get this great bargain besides!

Discover Friskies Economy, too!

So *easy* to feed! No can to open, no refrigeration, no waste or spoilage. And such economy! Friskies *complete nutrition* costs less than half as much as most "canned" dog foods (which contain up to 74% moisture—Friskies less than 10%!) And it is so much easier, cleaner. 2 forms: Meal, Cubes. Feed both for variety.



How to get FRISKIES 3-PIECE ALUMINUM DOG-FEEDER for only \$1.25

For a limited time only! Just cut out the "winking pup" head from the front of any box or bag of Friskies Dog Food (Meal or Cubes). Send it, with your name and address, and \$1.25, to: Friskies,

Box 2039, Seattle 11, Wash. Dog-Feeder will be sent postage prepaid if order received promptly. If you are not delighted with it, you may return it and your money will be refunded promptly.

Friskies, Dept. L, Box 2039
Seattle 11, Wash.

Send me the Friskies
Dog Feeder. I enclose
\$1.25 and a "winking
pup" head from Friskies
Dog Food, box or bag.

(THIS COUPON IS FOR YOUR CONVENIENCE)

NAME _____
ADDRESS _____
CITY _____ ZONE _____
STATE _____

Movie Fencers CONTINUED

AFTER SWORDS A KISS



THEIR BLOOD HEATED by the fencing workout, Doug and Helena change into their costumes and go into a passionate clinch for a scene in the movie.



"THANKSGIVING," by John Gannam. Number 23 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

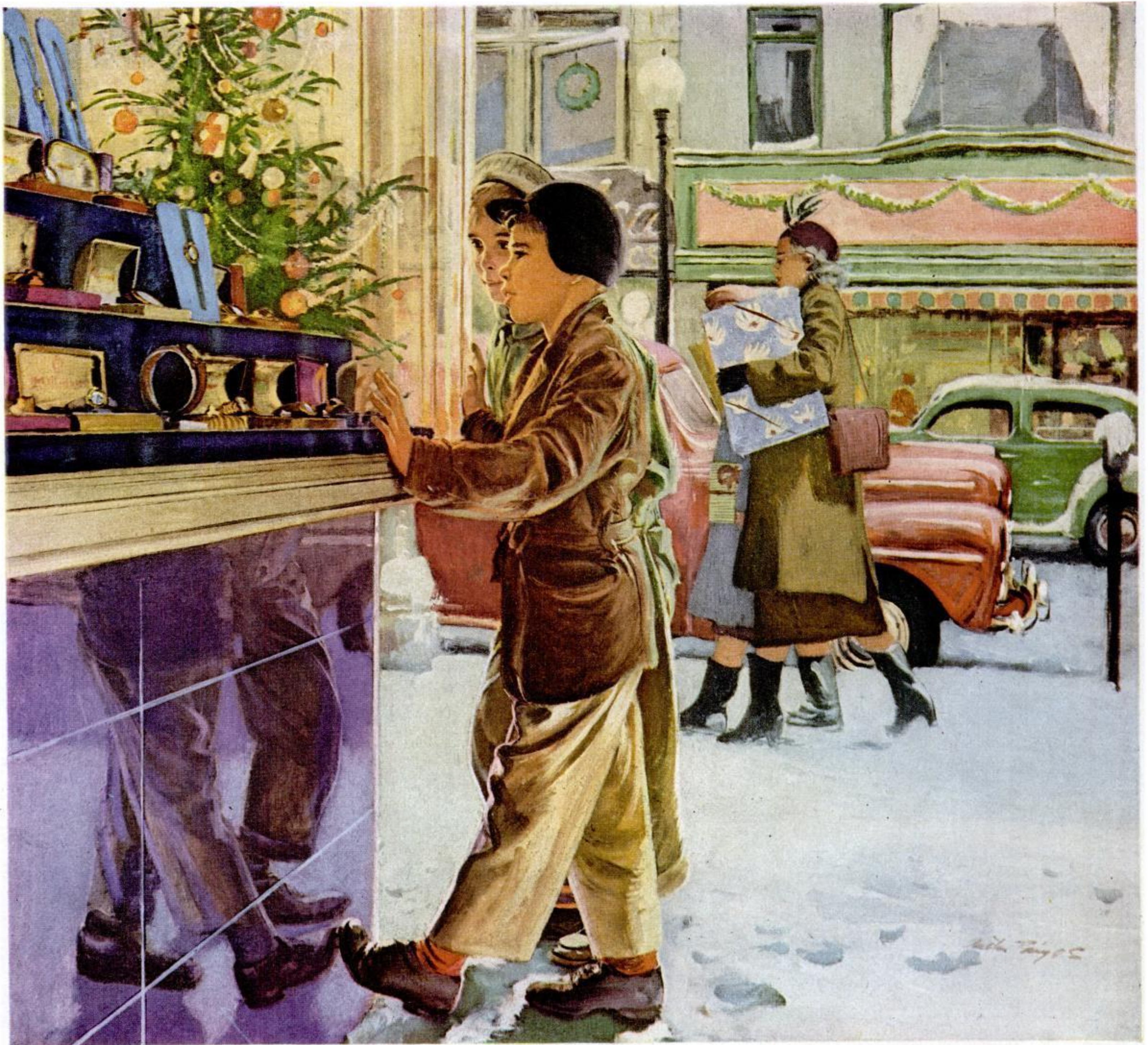
In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION





The thrill that comes only once

Quite soon—the time is coming when he will get his first important watch from somebody who loves him very much.

And though, throughout his life he may own other watches, the one he will remember for all time will be the very first, marking a very precious moment.

For a gift to cherish—none is more perfect than a watch. Your jeweler has a wide choice to show you, achievements of free craftsmen—of America and Switzerland—oldest democracies on two continents.

WHEN YOU BUY A WATCH, REMEMBER...

1. Many new styles now available—shock-resistant and water-resistant watches, automatic self-winding watches, calendar watches, chronographs and other innovations from Switzerland.
2. All watches should be wound gently and regularly, and cleaned by your jeweler once a year. Even the most accurate watch (and the world's record for accuracy* is held by a 17-jewel Swiss movement) may vary a few seconds per week, depending on the wearer and the weather.
3. No matter what the make of your watch, it can be serviced economically and promptly, thanks to the efficiency of the modern jeweler.

*Official Kew-Teddington Observatory Tests, London, England.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF



SWITZERLAND



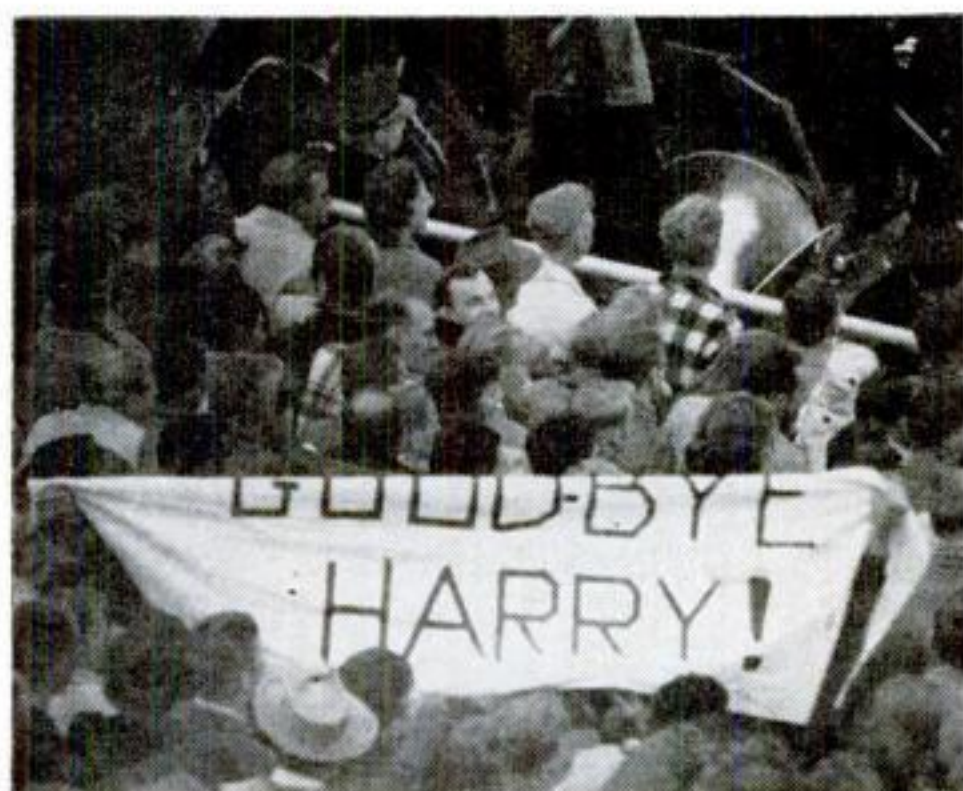
HICKMAN YELLS FOR ACTION DURING SCRIMMAGE

THE NEW COACHES SHOW THEIR STUFF

They try hard at a thankless task

To college students and the old grads a new football coach offers the same spiritual uplift that women are said to get from a new hat—the world grows bright and the future certain, and life's little anxieties drop away like last year's dandruff. What was life at Yale, for example, before Herman Hickman arrived this season? Hickman is not only a coach but a character: he weighs 300 pounds and can eat more than any other two men alive. He learned football with the roughnecks at Tennessee, took postgraduate work in the pro leagues and grunted his way through 500 matches as a professional wrestler. He is not above allowing his charges to call him Herman, nor getting right in there to show them the fundamentals of rock-and-sock line play (*right*). Yale never saw anybody like him, but it was prepared to love him from the start.

But alas the new hat does not really change the woman, and the new coach does not transform the halfback with flat feet. Hickman's team took a 35-0 pasting from Vanderbilt and Yale's dream was over. In fact the whole season has shown that new coaches, usually hired because the team has been losing, usually have a sad time when they try to show their stuff. And the love of a school for its coach is a fragile thing. Nobody can always win, and however hard a coach tries he is almost bound to fall upon such evil days as are plaguing Wisconsin's Harry Stuhldreher in a losing season (*below*).



ANGRY STUDENTS at Wisconsin demand Coach Harry Stuhldreher's scalp as team loses another game.



PERSONAL DEMONSTRATION of a shoulder block is given by Hickman, who was an All-America lineman,

to a Yale guard. He still has enough humor to call his line, which averages 184 pounds, the "Seven Dwarfs."

**FUN EXPERTS
ACCLAIM**

*"Miss
Tatlock's
Millions"*



WILLIAM BENDIX
says:



*"It makes
your funnybone
do nip-ups!"*

Meet John Lund, the only man in the world to become a multi-millionaire... for being a dope, as he pays \$6,666,666.66 a word to say "I Love You" to charming

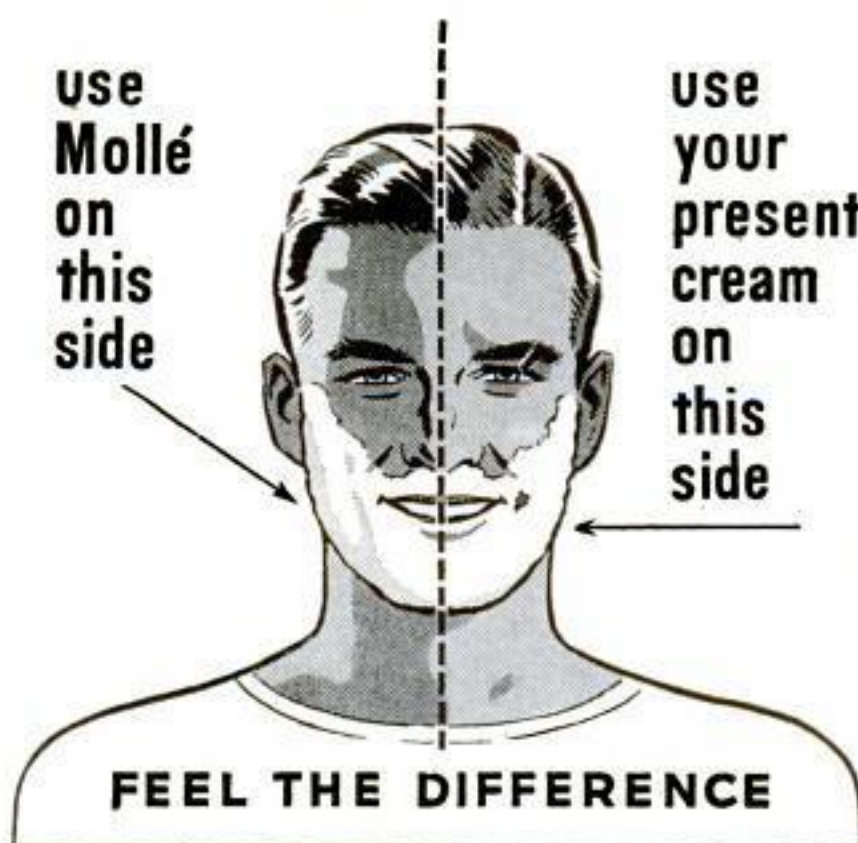
Wanda Hendrix. Barry Fitzgerald and Monty Woolley add to the merriment in "Miss Tatlock's Millions," coming soon to your favorite theatre.

"WEEK-END TEST" proves: Cleaner shaves... quicker!

Don't just guess what gives you the best shave — make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin*!
4. Go over your face **JUST ONCE** with your razor... and feel the difference.

use
Mollé
on
this
side



use
your
present
cream
on
this
side

Double your money back...

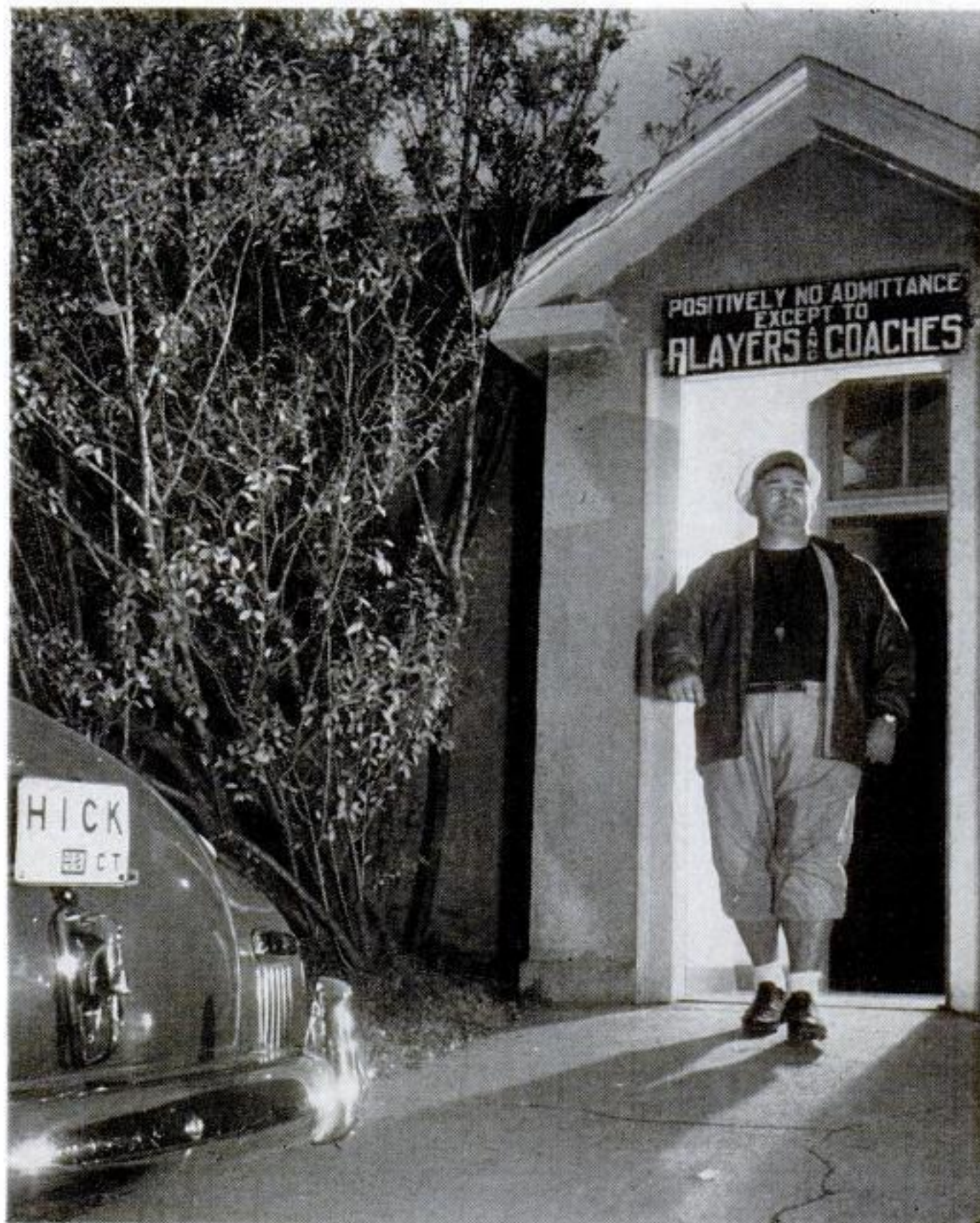


THE HEAVIER BRUSHLESS CREAM

...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.

New Coaches CONTINUED



LICENSE PLATE on Hickman's car helps him be a "character." Connecticut sometimes obliges motorists by issuing plates with initials or legends like this.

HARVARD GETS A NEW COACH TOO

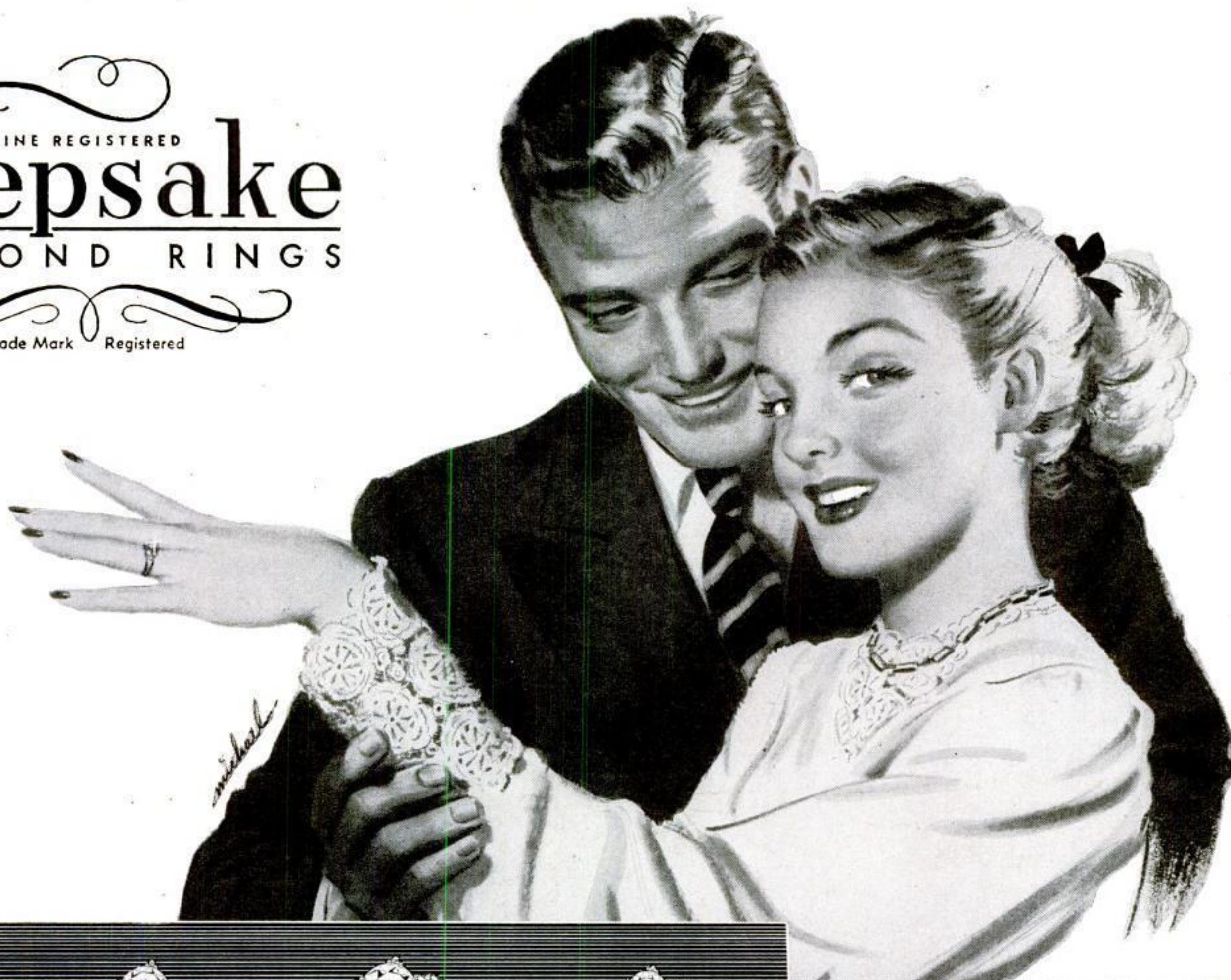
The Ivy League this year has not only the fattest and drollest of the new coaches in Hickman but also one of the youngest in Art Valpey (below) of Harvard, who is only 33. Valpey coached high-school teams for four years and then joined the Michigan staff as an end coach to get experience for a college job. Harvard, where the salary (\$8,000 a year) and the caliber of the squad are enough to give an older and more established man the shivers, has now given him his chance. He and Hickman will fight it out for Ivy League rookie of the year on Nov. 20.



HARVARD'S VALPEY has taken over one of the toughest and poorest paid jobs in college coaching. He won from Columbia but lost next three in row.

CONTINUED ON PAGE 114

GENUINE REGISTERED
Keepsake
DIAMOND RINGS
Trade Mark Registered



The "Proud Look"... it's a Keepsake!

For the name of your local Keepsake Jeweler, anywhere in the U.S.A., call Western Union by number and ask for Operator 25.

- | | |
|--|--------|
| A. FIDELIS Ring | 125.00 |
| Wedding Ring | 87.50 |
| B. HEATHER Ring | 350.00 |
| Also \$100 to 2475 and in platinum \$300 to 3450 | |
| Wedding Ring | 12.50 |
| C. HOLLISTER Ring | 750.00 |
| Also \$450 to 1100 | |
| Wedding Ring | 150.00 |
| D. CASTLE Ring | 175.00 |
| Also \$125 | |
| Wedding Ring | 87.50 |
| E. LOURDES Ring | 500.00 |
| Wedding Ring | 175.00 |

- | | |
|------------------|--------|
| F. ARCADIA Ring | 250.00 |
| Also in platinum | \$350 |
| Wedding Ring | 125.00 |

★Man's Diamond Ring 125.00
Available at \$75 to 250 to match all engagement rings

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.

Love in her heart . . . stars in her eyes . . . she's engaged! No wonder she has the "proud look" . . . she's wearing a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond Ring. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

City..... L 11-8-48

Keepsake—Traditionally through Six Decades the Choice of America's Loveliest Brides



Windsor \$22.50

Wear it in any weather, all the year round. Always good-looking, always comfortable. Made by United States Rubber Company of water repellent gabardine. Raglan Balmacaan with 4-piece body in desert sand color.



The Warwick \$25.00 The Weston \$22.50

Shelters

Look for this label:



UNITED STATES RUBBER COMPANY
Serving Through Science



BENNIE OOSTERBAAN (LEFT) HAS FINEST TEAM OF ALL THE NEW COACHES

MICHIGAN IS THE PLACE TO BE

Luckiest of all the new coaches is Bennie Oosterbaan, who moved up to the top spot at Michigan when famed Fritz Crisler decided to quit while he was ahead. Oosterbaan has been around the campus almost as long as the ivy; he was an All-America end there in 1925-27 and has been one of the most popular and efficient members of the coaching staff ever since. He was hand-picked for the job by Crisler and nobody is expecting him to come up with a revised T formation or a revolutionary new technique in pep talks. Moreover he inherited one of the finest teams in the nation—it won in the Rose Bowl last winter by 49 to 0—and some sophomore halfbacks who promise to be even better than their predecessors. Few rookie coaches ever had it so good.

Quick new way to make apple pie



Betty Crocker says:

"Pour water on choice, fresh-flavored apple slices; roll out pie crust mix. Pie's in the oven in 14 minutes—juicy, flaky-crust, good."



DOCTOR'S TRICK

Hanging on the wall of a doctor's office was a picture of a tempting big bowl of that delicious hot cereal—Grape-Nuts Wheat-Meal!

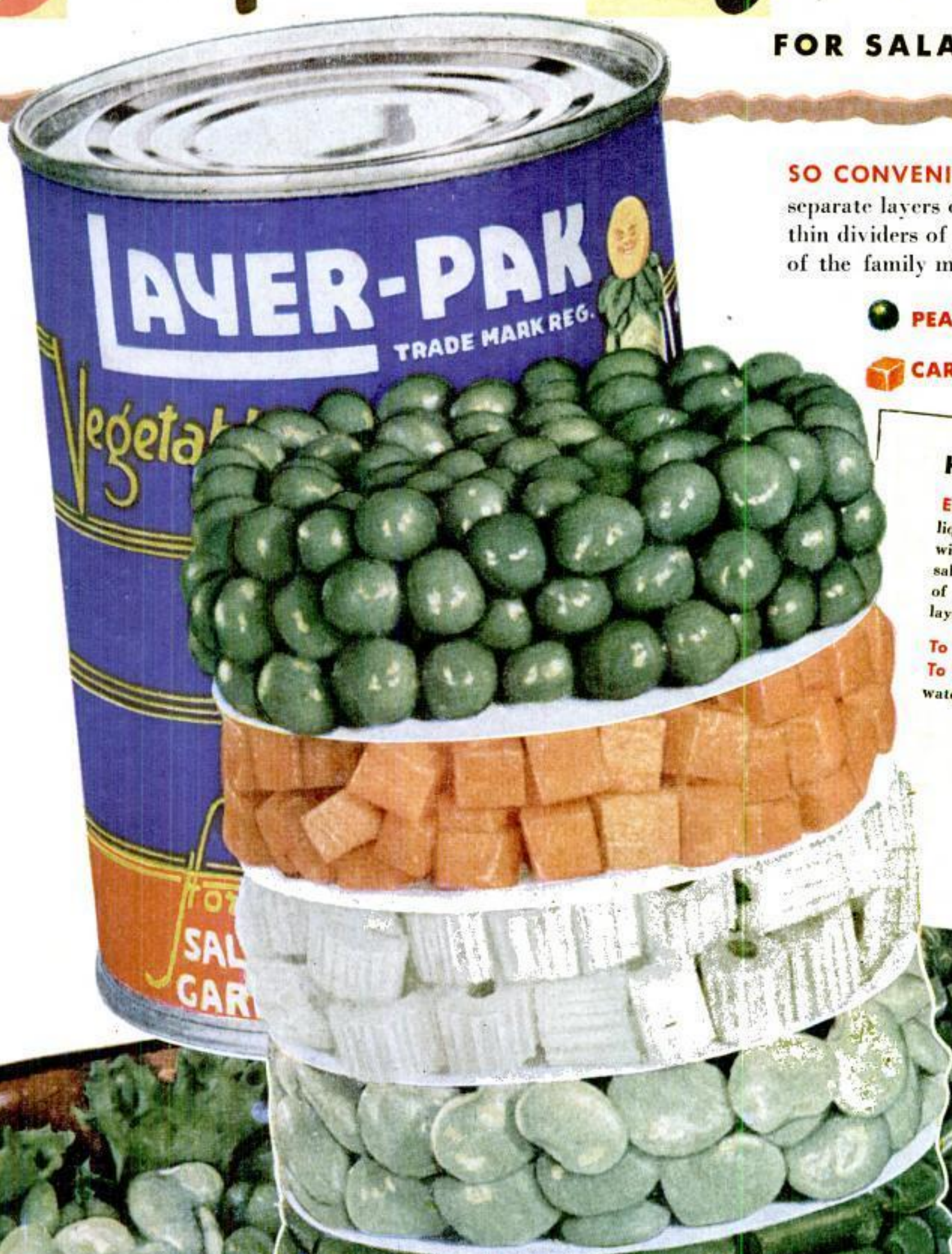
When asked why he hung it there, the Doctor replied: "When my patients see their favorite hot cereal—there's no trouble in getting them to say 'A-a-a-h!'"

(ADVT.)



5 Separate Vegetables in 1 Can

FOR SALADS...GARNISH...FAMILY VARIETY



SO CONVENIENT! SO TEMPTING! AND SUCH VARIETY! Yes . . . five separate layers of quality vegetables in one can. That's Layer-Pak! Separated by thin dividers of parchment, here are five delicious vegetables. Now each member of the family may enjoy the vegetables he likes *best*. Here's variety thriftily.

PEAS . . . young, tender.



CELERY . . . savory, tender.

CARROTS . . . golden-young.



LIMA BEANS . . . dainty, delicate.



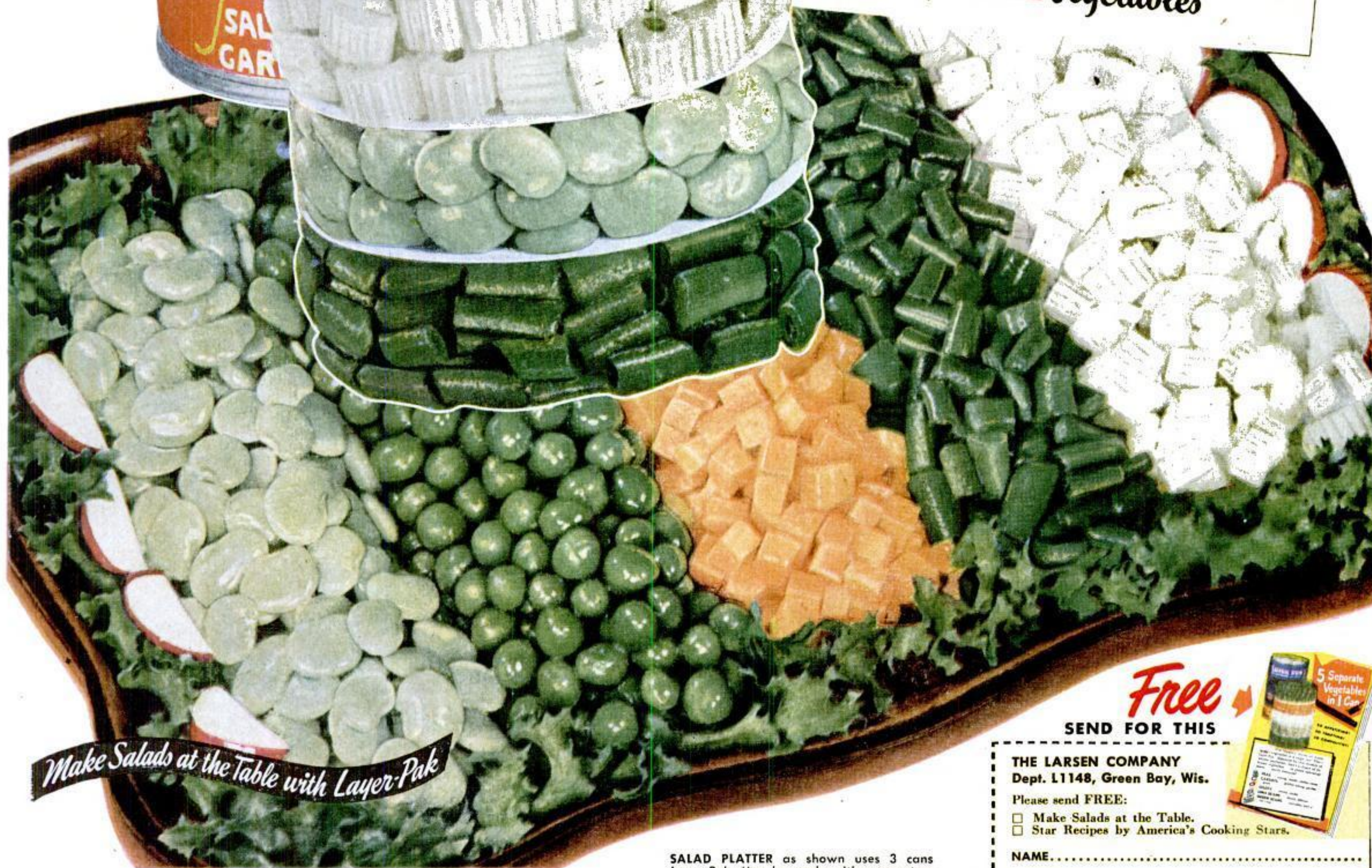
GREEN BEANS . . . pick o' the crop.

HOW TO

ENJOY LAYER-PAK VEGETABLES. To remove vegetables in layers, drain liquid from can. Do this by cutting can completely around rim. Hold top in place with forefinger, tilt can, and pour off liquid. (Save for soups, gravies, gelatine salads.) Now hold can slightly tilted in one hand. With spoon carefully push layer of vegetables from can onto waxed paper. Remove parchment. Repeat until all layers have been removed.

To Serve Cold for salads—chill can in refrigerator several hours before serving.
To Serve Hot . . . puncture top of can. Place can upright in pan of simmering water for not more than ten minutes.

LAYER-PAK
Vegetables



Make Salads at the Table with Layer-Pak

SALAD PLATTER as shown uses 3 cans Layer-Pak. May be made with one or two cans by using smaller platter.

Free
SEND FOR THIS

THE LARSEN COMPANY
Dept. L1148, Green Bay, Wis.

Please send FREE:

- ☐ Make Salads at the Table.
- ☐ Star Recipes by America's Cooking Stars.

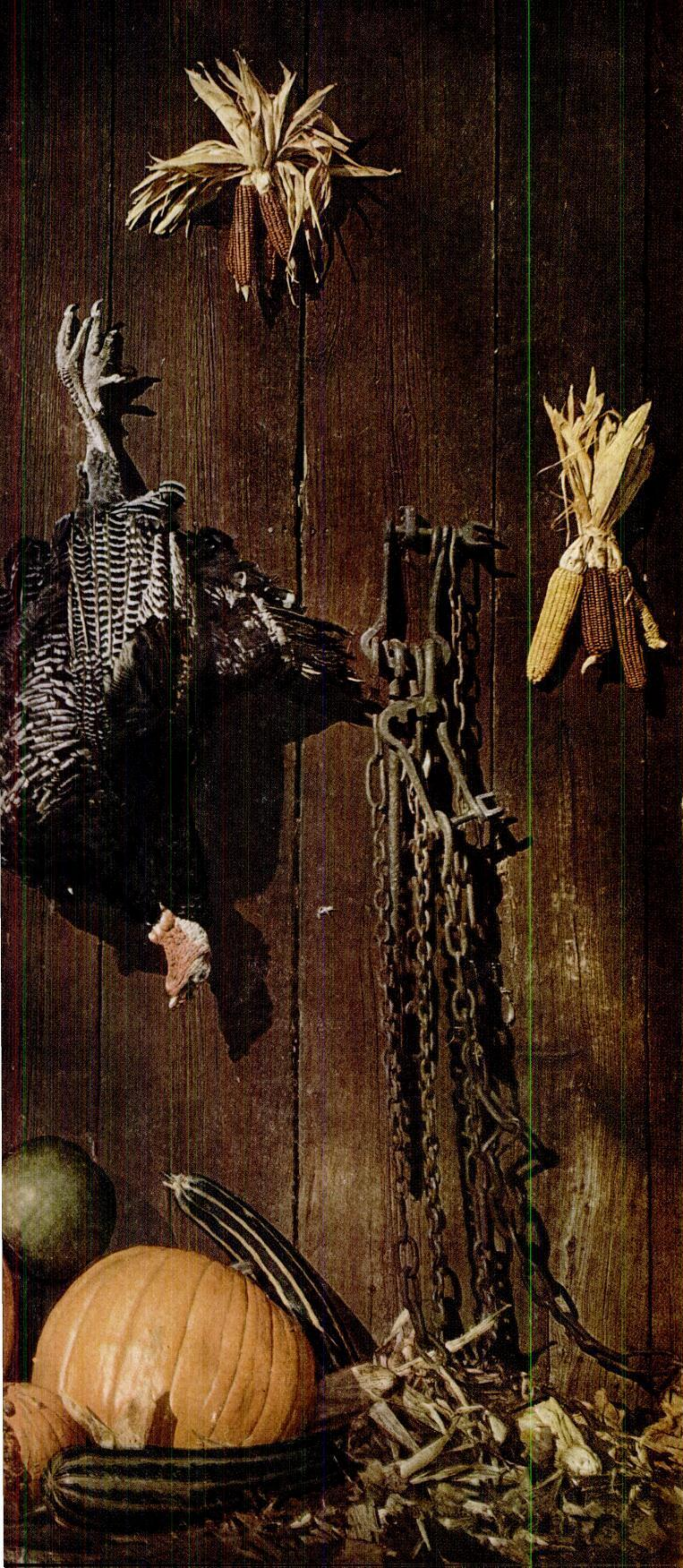
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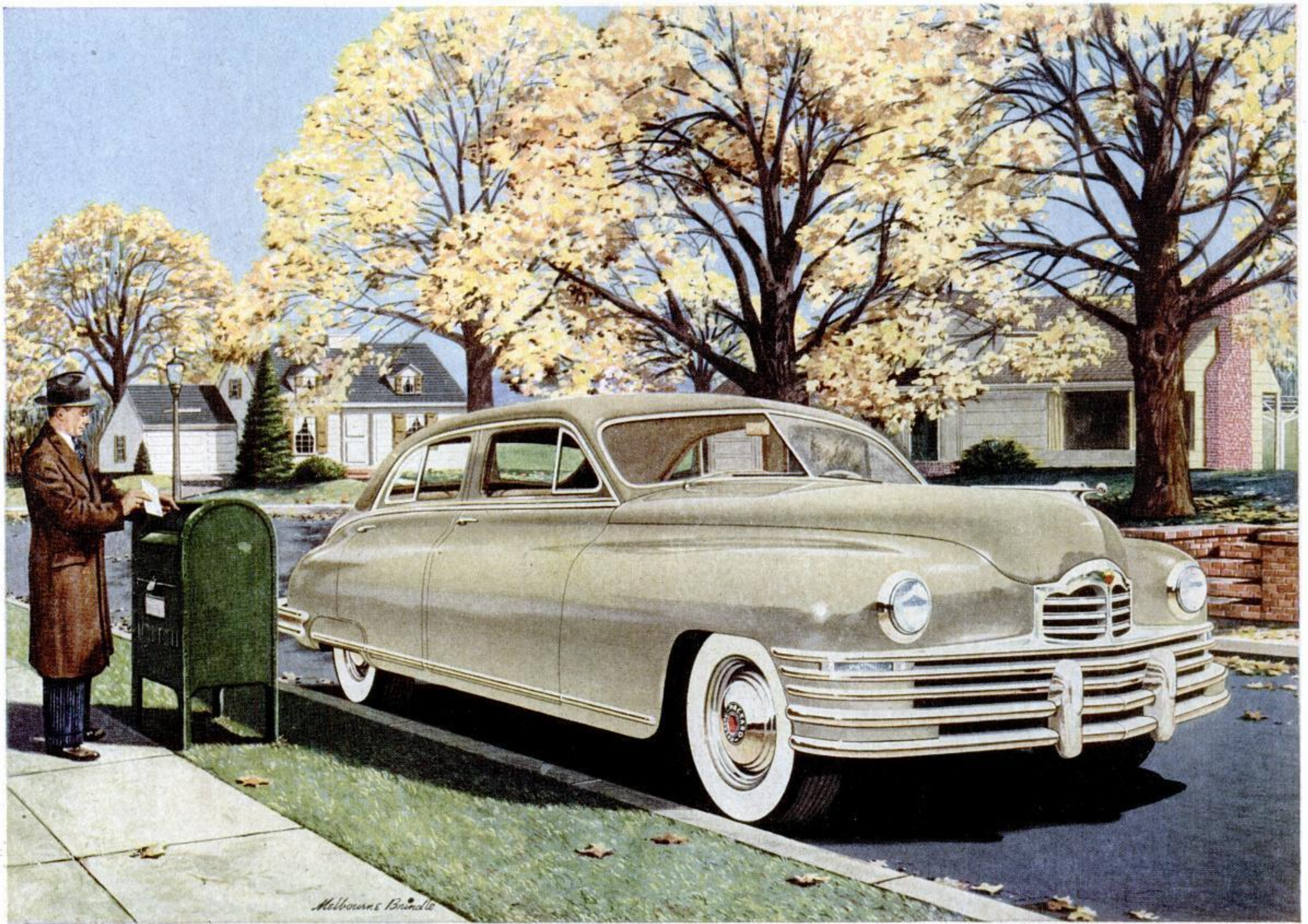




Autumn Bounty

THE NEW HARVEST SHOWS ITS FRUIT

Piled here against a weatherbeaten barn door are the fruit and the fowl which have become symbols of the country's harvest season. Along the foot of the door, strewn among the plump orange pumpkins, lie the smaller squashes: the round green buttercup, the striped and golden crooknecks and the wartyskinned Hubbards. Upon the door, beside the logging chains, hangs a fat turkey, and around it are pinned bunches of corn. The ears are the common field corn, usually grown for their usefulness but sometimes just for ornament. Corn has almost always been the main harvest in America and the pumpkin and squash were growing here before the Pilgrims came. But the domestic turkey came here with later colonists. LIFE Photographer Eliot Elisofon took this picture in the same spirit as the still-life painters of other generations who filled their careful canvases to overflowing with the things that spelled out autumn's bounty.



“Yes, you can quote me on this —”

FROM an Arizona sales executive: “I’ve driven my new Packard 45,000 miles, covering seven Western states at speeds up to 80 m.p.h. Gas mileage for my 130-HP Packard Eight, with overdrive—17.8 miles per gallon. Road balance—superior to any other car I have ever driven. Repairs—none.”

Kentucky engineer: “A big car is no novelty to me; but this Packard is so smooth riding and packs such a powerful punch that I still cannot quite believe it is possible.”

Colorado salesman: “My new 145-HP Packard Super Eight has gone 16,000 miles

in the last four months, with no trouble whatsoever. It’s the easiest-handling, best-riding car I’ve ever owned.”

Typical owner letters? Yes they are. And Packard knew they were coming!

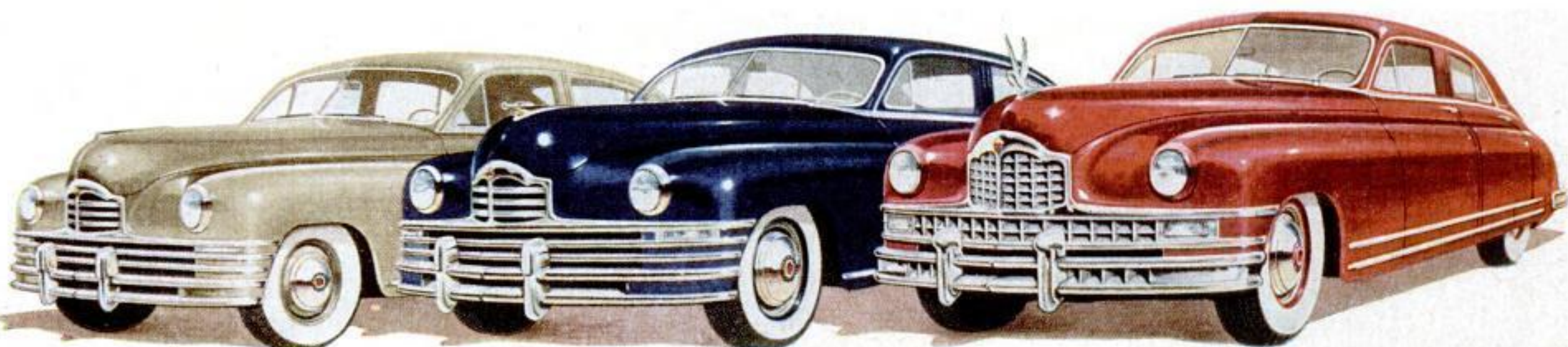
For it’s a fact—proved by periodic, penny-accurate reports (submitted by all Packard dealers) on owners’ service needs—that the new Packard Eights are the finest-built, most *satisfying* cars in Packard’s 49 years of precision manufacturing!

Let your Packard dealer tell you this great value story . . . complete!



PACKARD

ASK THE MAN
WHO OWNS ONE



130-HP EIGHT

145-HP SUPER EIGHT

160-HP CUSTOM EIGHT



WITH A COLORADO MOON SHINING DOWN ON HIS TENT LABORATORY, A PHYSICIST SPENDS THE NIGHT WATCHING HIS INSTRUMENTS RECORD COSMIC RAYS

COSMIC RAY RESEARCH

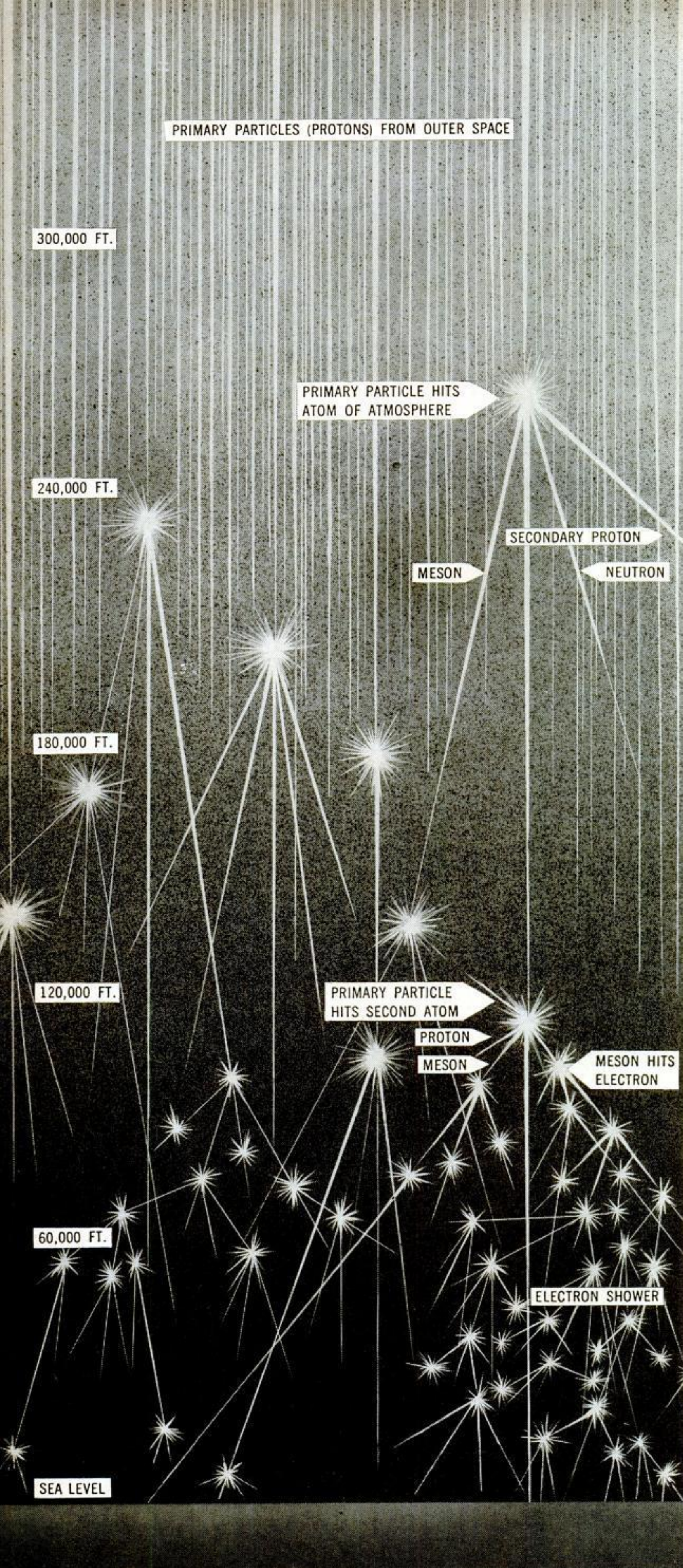
SEVEN COLLEGES JOIN TO STUDY NATURE'S MIGHTIEST FORCE

PHOTOGRAPHS FOR LIFE BY JOHNNY FLOREA

High in the Rocky Mountains near Denver, Colo., in an outdoor laboratory extending over six miles of rugged and awesome landscape, U.S. scientists have been working night and day to trap some of nature's most mysterious and important bits of matter—cosmic rays. These rays, which are streams of atomic fragments raining down upon the earth, carry more energy than any other form of radiation in the universe (*next page*). Although the study of cosmic rays is being carried on in nearly every major nation in the world and in many other parts of the U.S., the Col-





orado project is the most concentrated effort yet made to learn more about them. Fifty scientists from seven universities hauled thousands of dollars worth of weird-looking and cumbersome equipment up the steep mountain slopes to conduct a wide variety of experiments. For 24 hours a day they watched as their counters and cloud chambers recorded the cosmic bombardment. By learning what happens when the cosmic rays strike and shatter the atoms of the earth's atmosphere the scientists hope to make much more efficient use of the energy locked in the atom.

CONTINUED ON NEXT PAGE 119



ACTION OF COSMIC RAYS is illustrated by typical example shown at right of schematic drawing above: primary particle enters earth's atmosphere from space and collides with atom, dislodging a neutron, a proton and a meson. Plunging downward, it strikes a second atom, this time freeing several other subatomic particles, including two mesons which hit surrounding electrons so hard that they divide and subdivide to form electron showers. These cascades, which occur mostly around 65,000 feet, generally dissipate before they strike the ground. But many of the powerful mesons and a few other particles continue down to earth.

COSMIC RAYS CONTINUED

				
SOURCE	X-Rays from Electrons	Beta Rays from Radium	Atomic Fragments from Uranium Fission	Cosmic Ray Mesons from Nuclear Explosion
POWER	30,000 Volts	100,000 to 2,000,000 Volts	200,000,000 Volts	5,000,000,000 to 1,000,000,000,000,000 Volts
PENETRATION	.20 of an Inch in Lead (approx.)	.10 of an Inch	.01 of an Inch	3600 Inches

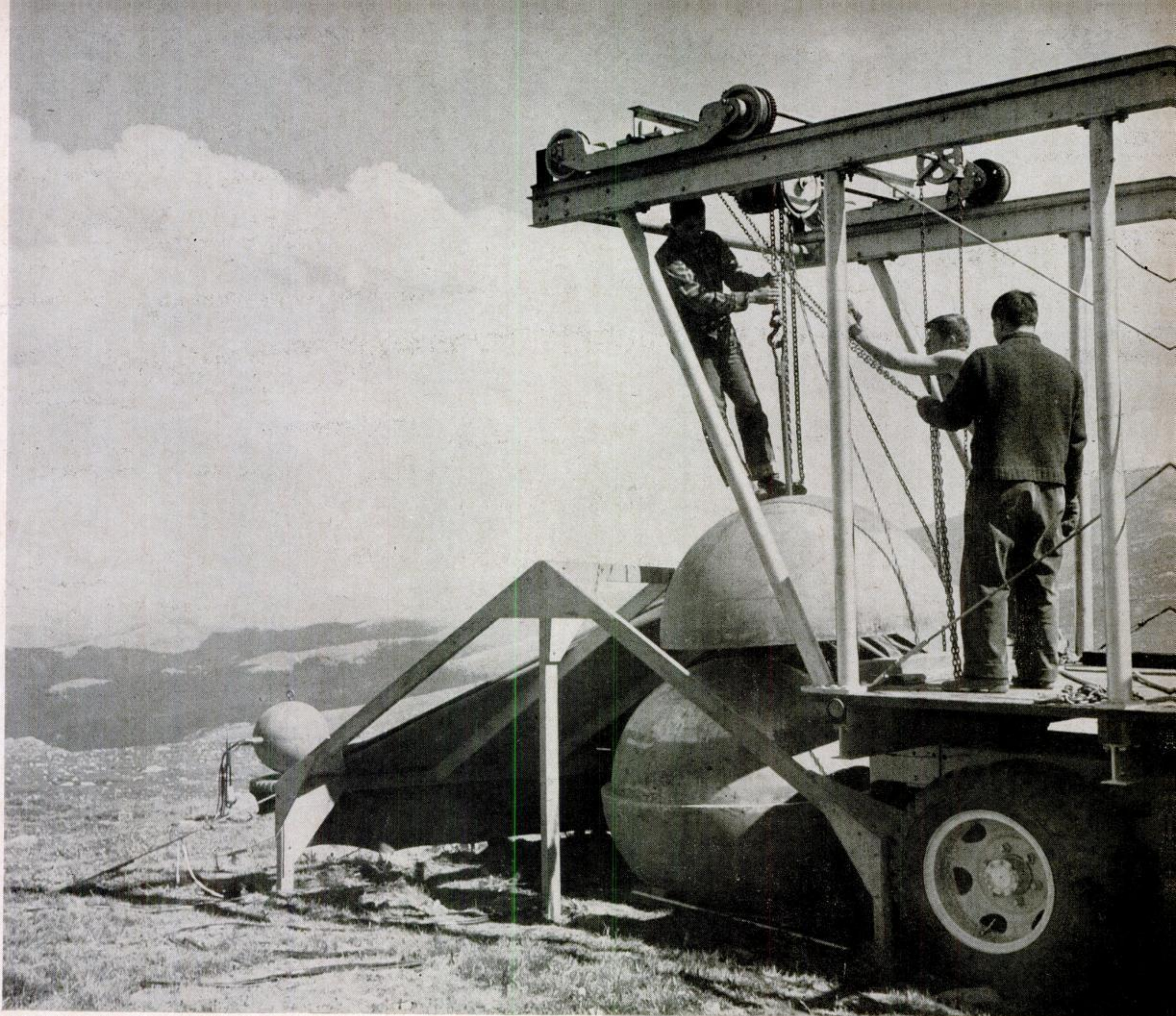
POWER OF COSMIC RAYS is greater than that of any other known form of radiation. Mesons, the most powerful of the secondary cosmic particles, have more than 100 times the energy of atomic fragments produced in uranium fission.

COSMIC RADIATION ACTS AS NATURE'S CYCLOTRON

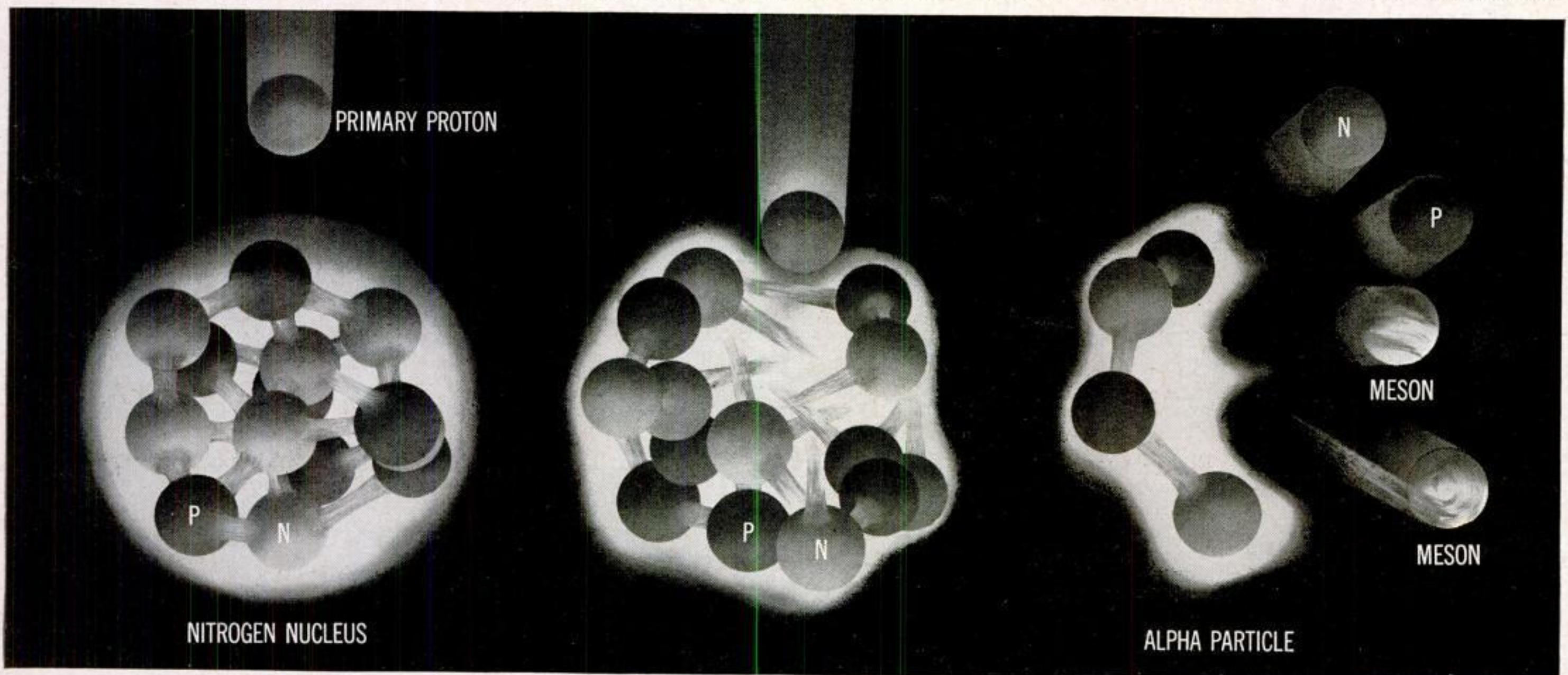
As long as the world has existed, the tiny charged particles called cosmic rays from outer space have been hurtling through its atmosphere and driving deep into its rocky crust. As long as there have been men on earth their bodies have been pierced 20 times a second by these infinitely minute bits of matter. Yet not until 40 years ago, when a British physicist found traces of electrical energy on a recorder shielded from all earthly radiation by lead, did scientists suspect the existence of the unearthly rays. Then, from its beginning in casual speculation, cosmic ray research developed into the most important—and most arduous—branch of modern physics. It has led its students to the poles and the equator, to glaciers and catacombs, to the stratosphere and the depths of mines.

Twenty-five years of intense study have given scientists a pretty good idea about what cosmic rays are but little information about their biological effects (if any) and only dreamy conjecture about their origin (they have been called "the death cry of the universe"—by-products of the destruction of matter somewhere in space). The original cosmic particles which invade earth's atmosphere (left) are protons—the positively charged components of atomic nuclei. These are the primary cosmic rays. They, in their shattering collisions with atoms of the atmosphere, create a far greater number of secondary particles in the same way that a high-powered rifle bullet, hitting a pile of pebbles, creates an explosion of stone fragments, whole pebbles and a slowed-down missile all flying outward from the point of impact. The primary protons are nature's atom smasher, infinitely more powerful than the biggest cyclotron. And that is their prime importance, for in the secondary particles which the rays create, scientists have observed (in some cases for the first time) all of the known parts which go into the making of an atom: protons, neutrons (the uncharged particles of the nucleus), alpha rays (made of two protons and two neutrons), deuterons (made of one proton and one neutron), electrons (the tiny, negatively charged particles that circle the nucleus) and mesons (the units of energy which bind the nucleus together and which become particles when the nucleus is shattered). Most of these particles are absorbed by the atmosphere before they reach the earth. Only mesons break through in any great number. Sometimes they hit electrons, creating electron cascades as they hurtle through the lower atmosphere. When they strike, these most powerful of nature's projectiles have energy enough to plunge 1,000 feet into the ground.

The present great and growing concern of science with cosmic rays is due neither to a purely academic interest nor to any expectation of harnessing a new source of energy. Even the possible effects of the rays on man are given little attention, though studies are going on to determine whether the particles cause mutations or promote cancer. The effects of the rays on earth seem to be negligible despite their vast energy. But the real importance of cosmic radiation is that it is the most valuable tool available to the nuclear scientist. He uses it as a mechanic uses a screw-driver—to take apart the object of his study (in this case, the atom) so as to see how it is made and held together. Therein lies the fundamentally practical aspect of cosmic ray research. The atomic bomb, our greatest technical achievement in the use of atomic energy, releases only $\frac{1}{10}$ of one percent of the power stored within an atom of uranium. But when the components of atoms and their relationships are better known (and the study of cosmic rays is helping to provide that knowledge) the greatest source of energy in the universe will at last become available to man.



ON THE HIGH SLOPES OF MOUNT EVANS COSMIC RAY HUNTERS ASSEMBLE TWO-TON SPHERES OF STEEL WITH WHICH TO RECORD TRACES OF THE PARTICLES

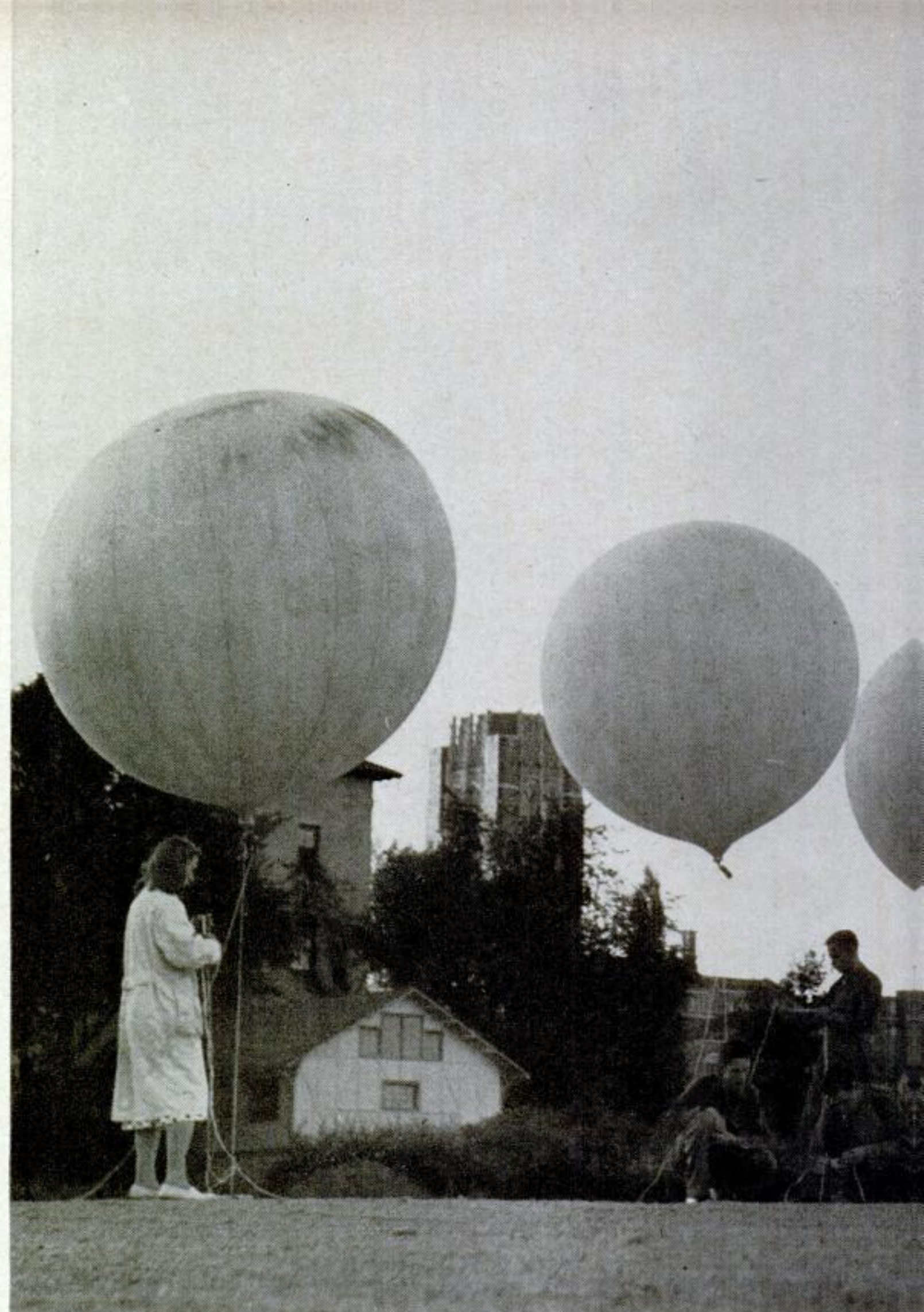


DESTRUCTION OF NUCLEUS by a primary cosmic ray can result in the creation of any of the known subatomic particles. Above: a primary proton, moving at almost the speed of light, approaches the nucleus of a nitrogen atom in the atmosphere (*left*). As the proton collides with it (*center*), the nucleus cracks open

and flies apart, forming in this particular case a heavy alpha particle, a proton (P), a neutron (N) and two mesons (*right*)—the latter apparently created out of nothing at all but actually formed by the sudden conversion into matter of the tremendous binding energy which originally held particles of this nucleus together.



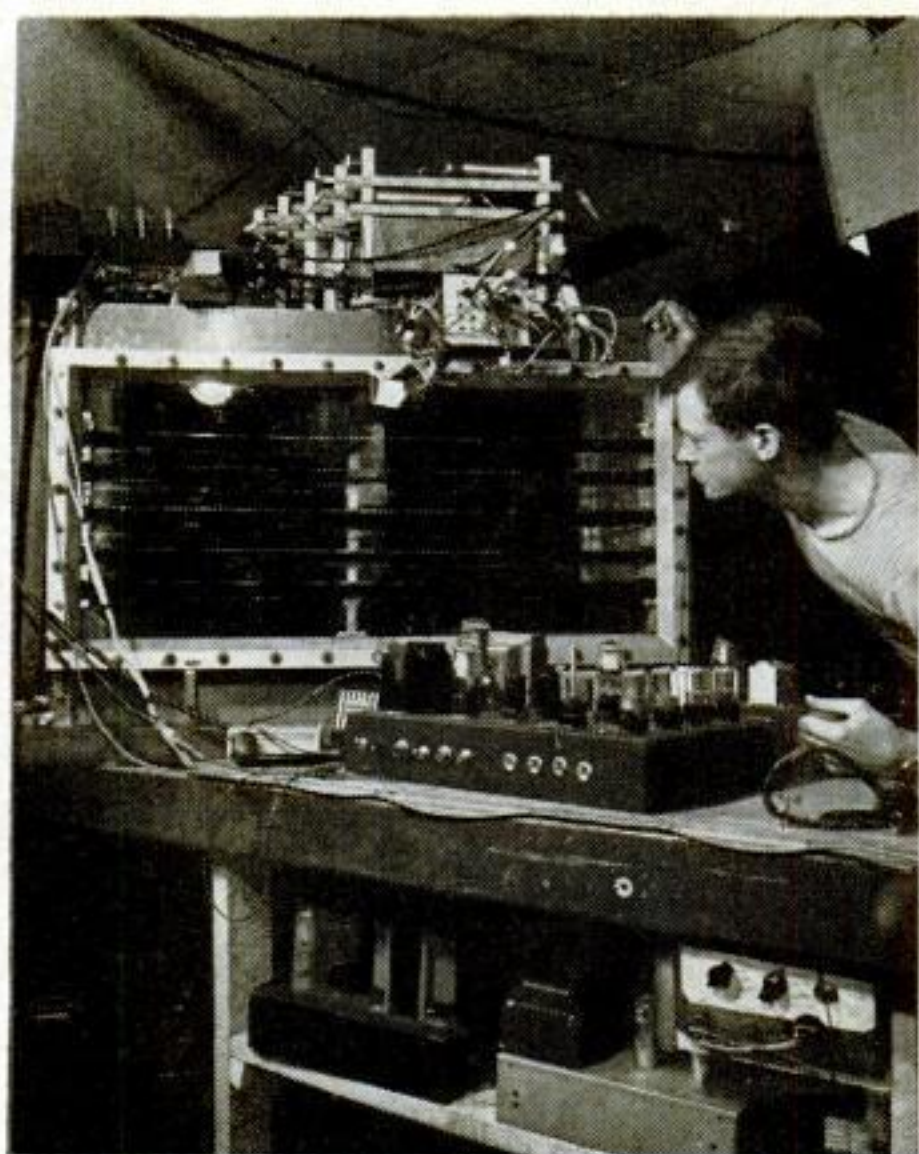
SHACK IN THE WOODS houses a metal ionization chamber, a special type of counter, surrounded by a pile of lead bars. The lead slows down bombarding cosmic particles so that they can be studied under more controlled conditions.



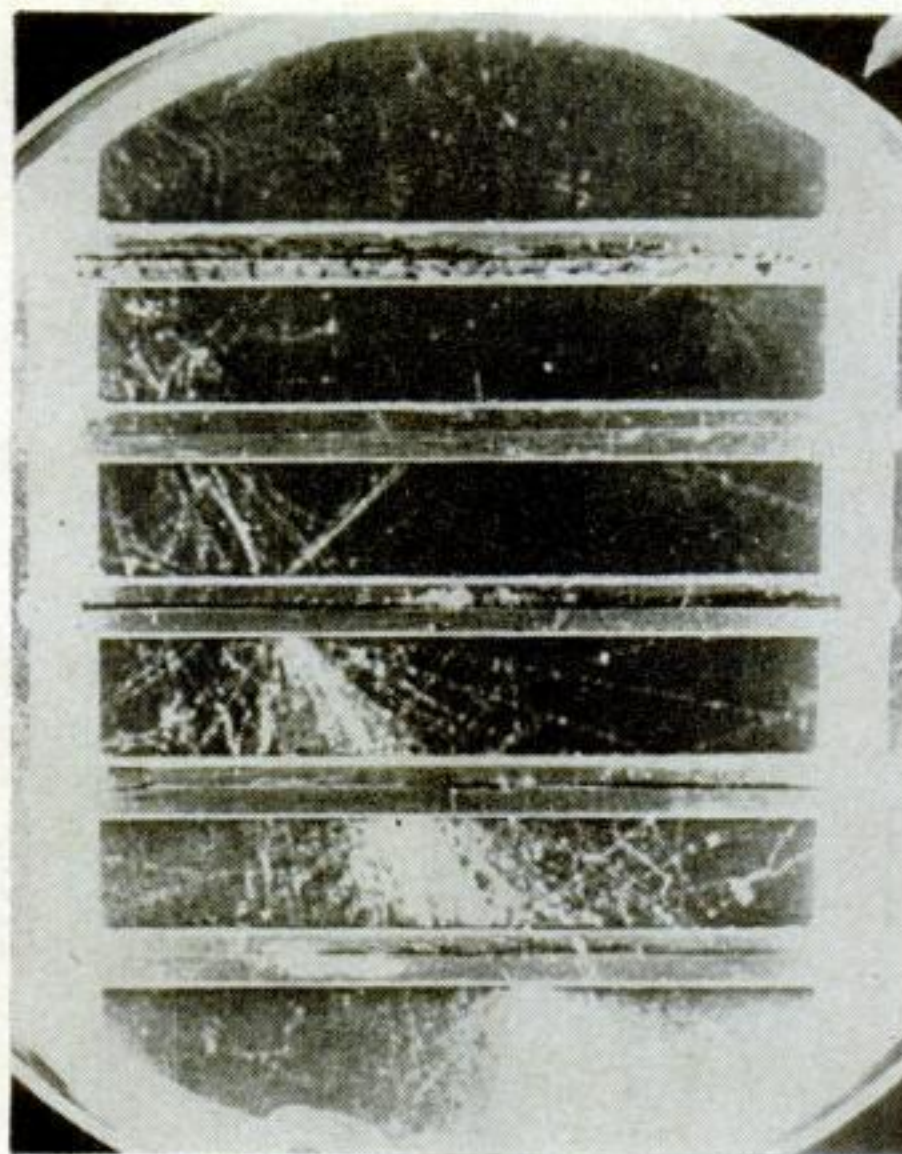
FREE BALLOONS to which counters have been attached are released in strings of 16 from campus of the University of Denver, about 40 miles from the mountain laboratories. These hydrogen-filled balloons make it possible to record cosmic

SENSITIVE INSTRUMENTS COUNT AND RECORD RAYS

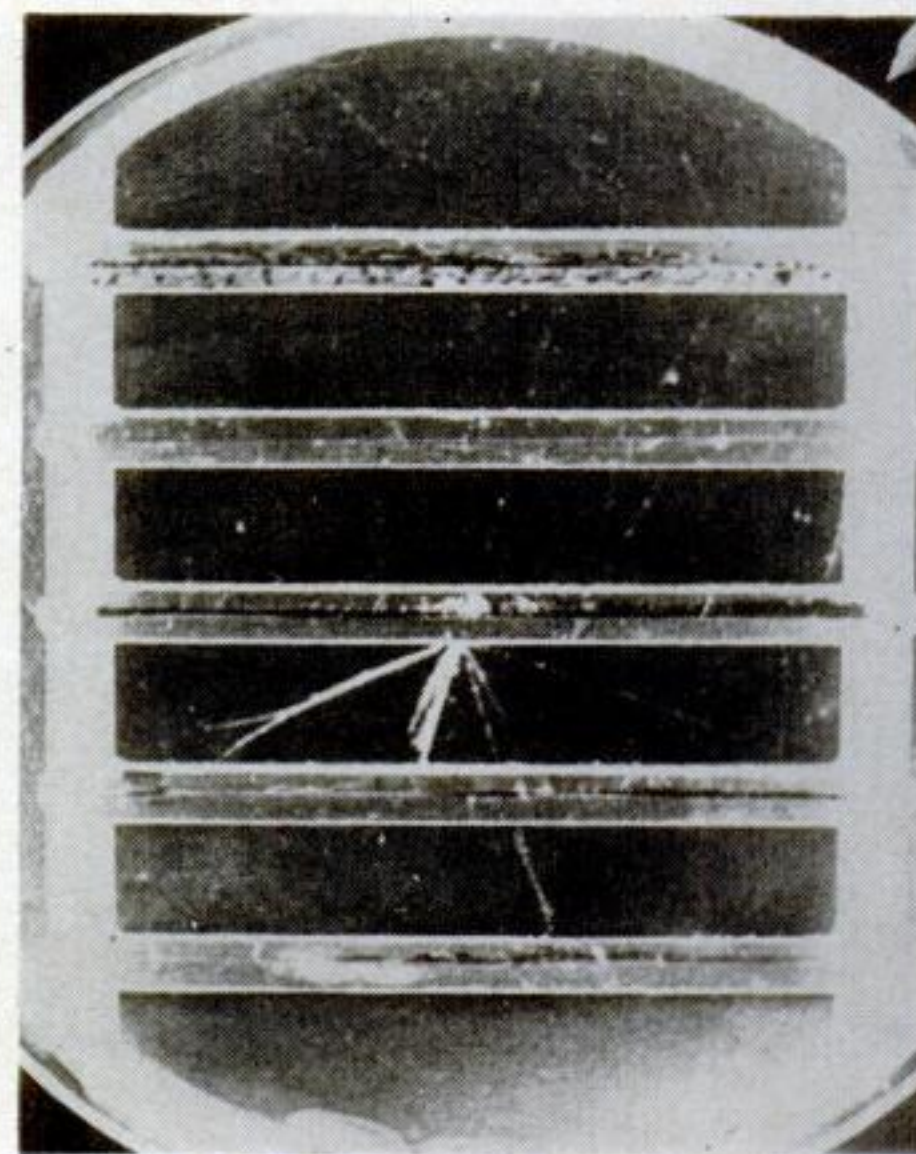
Since cosmic rays cannot be seen, heard or felt, the scientists on the Colorado mountaintops had to use specially developed instruments, highly sensitive and perceptive, to detect and study these elusive particles. A day and night vigil was kept alongside the instruments because the slightest dust or impurity entering their working parts could put them out of commission. Dr. G. E. Valley, of Massachusetts Institute of Technology, spent two weeks disassembling a 50-ton cloud chamber because a moth had somehow gotten into it and blown out its diaphragm. Tourists added



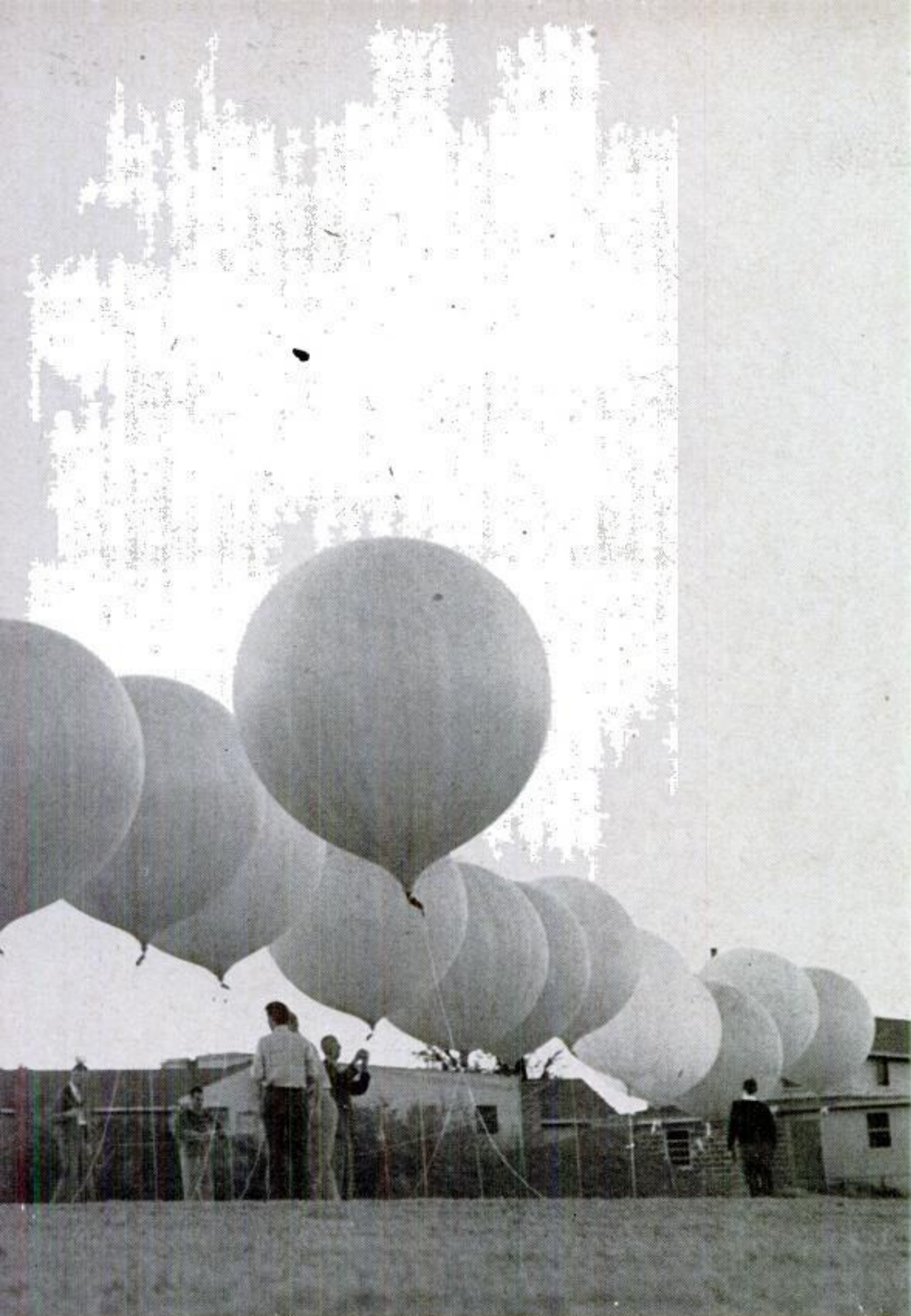
CLOUD CHAMBER contains vapor, lead plates and counter to record both the impulses of particles and their trails (as shown in the next two pictures).



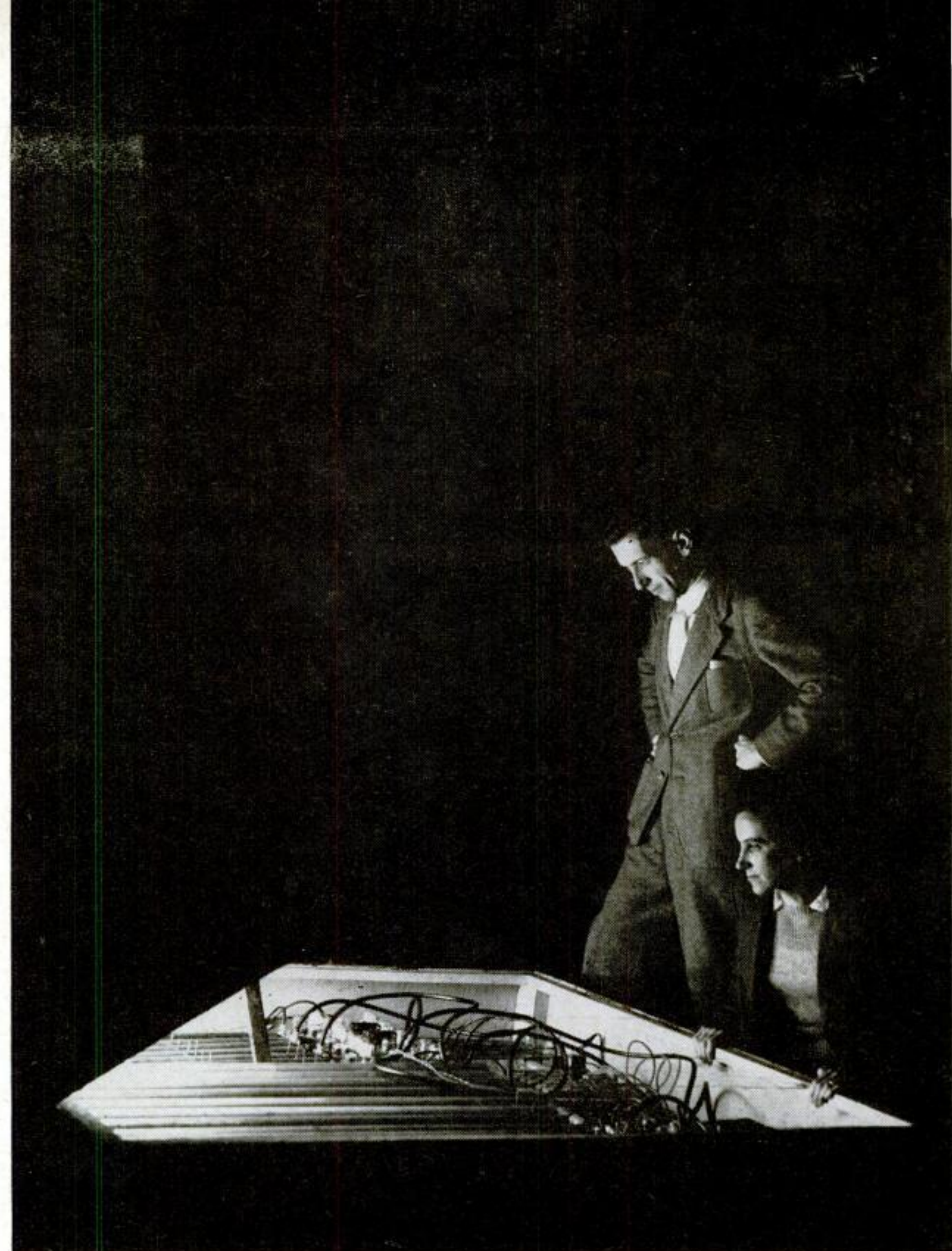
ELECTRON SHOWER is produced in a cloud chamber when penetrating particle hits third plate. The particle's vapor trail is light streak at upper left.



NUCLEAR STAR occurs when meson penetrates two top plates of chamber, smashes lead atom in the third shelf, and knocks off protons and alpha rays.



rays at altitudes up to 75,000 feet. About 8 feet in diameter when released, they expand to as much as 32 feet as they rise to regions of lower atmospheric pressure. When some of balloons burst, the rest float the equipment back to earth.

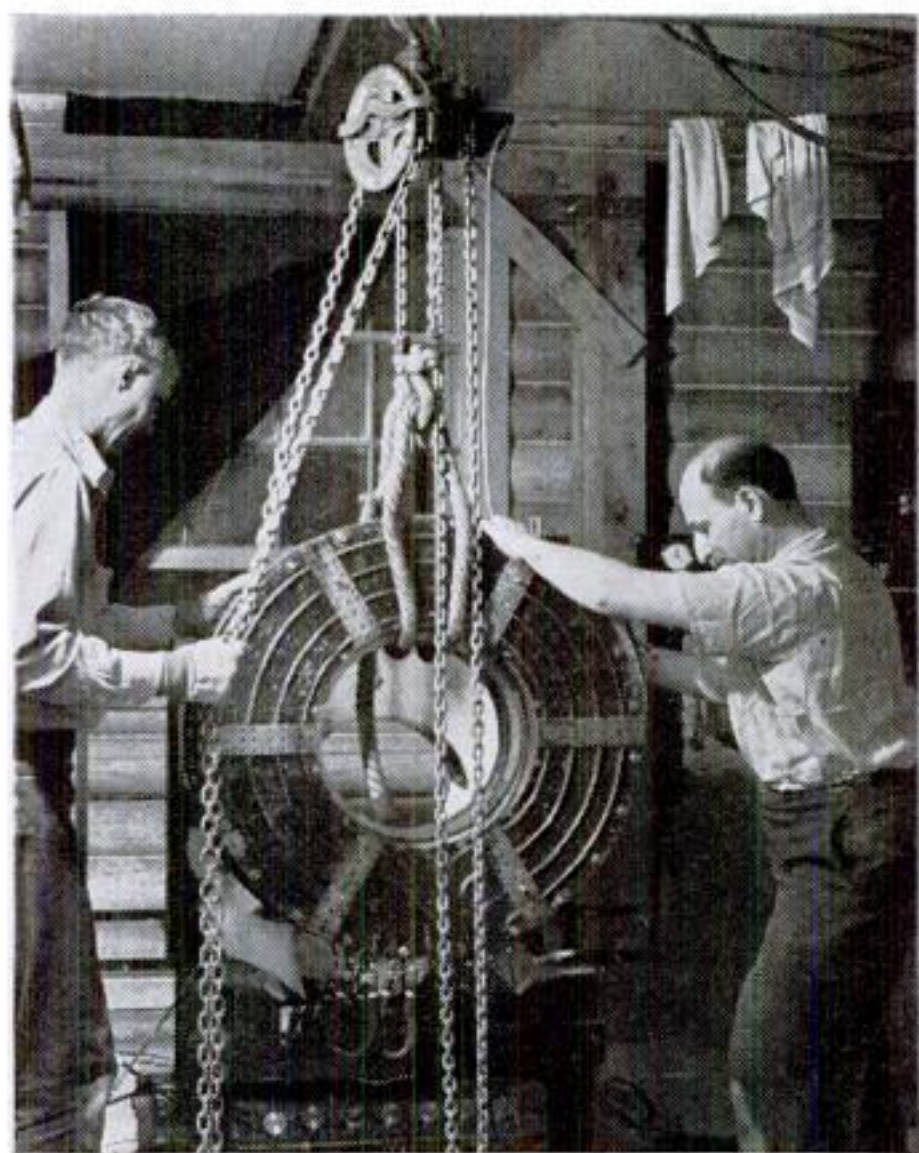


RECORDING COUNTERS arranged in a horizontal row to detect cosmic ray showers are checked by Drs. Vanna and Giuseppe Cocconi. Light in the large box keeps instruments warm and also helps the scientists in their nightly checks.

to the problem by depositing refuse in the outdoor instrument boxes.

One basic instrument used by all seven research teams is the counter, a metal tube filled with gas. When a cosmic particle strikes the counter and passes through the gas, an electrical impulse is generated which can be made to flash a neon tube or to activate a mechanical counter. Because counters are light and compact they can be attached to strings of balloons (*above*) to record cosmic ray action at altitudes inaccessible to humans. The cloud chamber, a metal box or sphere filled with a mixture of alcohol,

water and argon gas, is valuable because it makes it possible to see and even photograph the path of the cosmic particle if not the particle itself. When a particle penetrates its metal case the chamber automatically expands, cooling the vapor inside. As the particle passes through the gas, shattering its atoms and generating electrical impulses, the vapor condenses on the atomic fragments and becomes visible as droplets. When metal plates are placed inside the chambers to slow down the particles, nuclear explosions frequently occur, and the debris may produce a star or shower effect.



ELECTROMAGNET, being hoisted into place by Dr. R. Thompson and E. Raskind, bends paths of particles and provides means of measuring their speed.



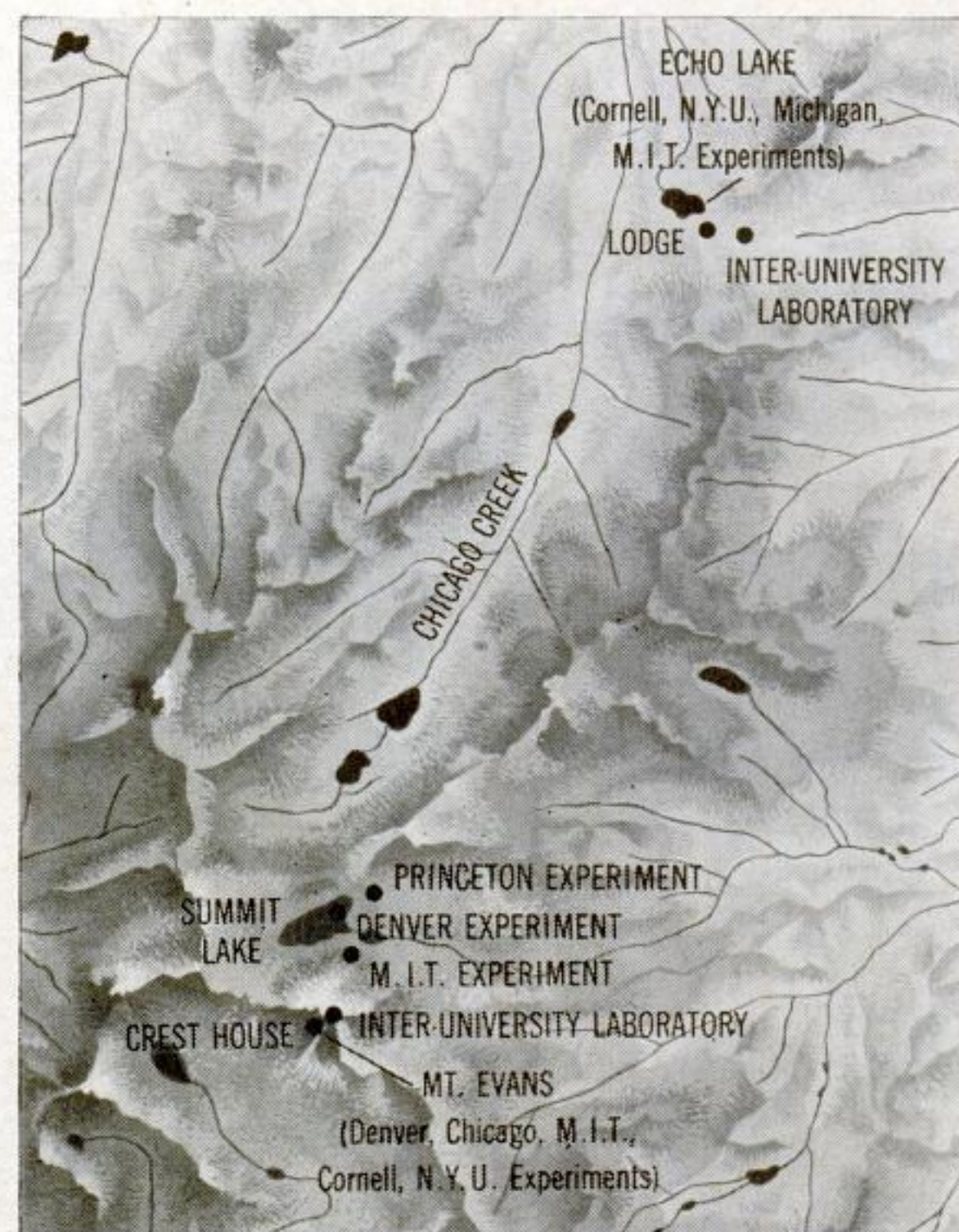
AUTOMATIC REGISTERS keep track of cosmic rays by adding up the electrical impulses received from counters. Scientist keeps a record of readings.



NEON BULBS are used instead of registers on this Cornell University equipment. Each bulb is connected to a counter and flashes when a particle strikes.



ON SUMMIT of Mt. Evans, Physicist Bernard Gregory and a girl friend, who works at the Crest House below them at right, relax after a climb. Building serves as restaurant for many scientists.



COLLEGES RUN THEIR OWN EXPERIMENTS AT DIFFERENT SITES

SCIENTISTS LIKE THE RUGGED LIFE

Despite the serious nature of their research, the cosmic ray scientists managed to create a kind of outing atmosphere in their bleak mountain camps. Most brought their families with them for the summer months. Since living facilities at the three main camp sites (*map, above*) were meager, most scientists lived in trailers or tents. One resourceful wife heated water for washing on one of the big electromagnets. Children playing around the equipment sometimes became a problem: one 3-year-old child burned his britches when he sat down on a hot transformer. For recreation, husbands and wives played bridge or took hikes along mountain trails. Even during working hours the scientists were not above a little fun. Dressed in a protective waterproof suit worn in the hunt for cosmic rays on icy Summit Lake, Dr. Mario Iona of the University of Denver plunged into the water and paddled placidly about like an overturned turtle (*opposite*).



RAINED OUT of their tent by a shower, Mrs. Everett Palmatier and daughter take shelter in Echo Lake lodge. Cosmic ray counters are in room at rear.



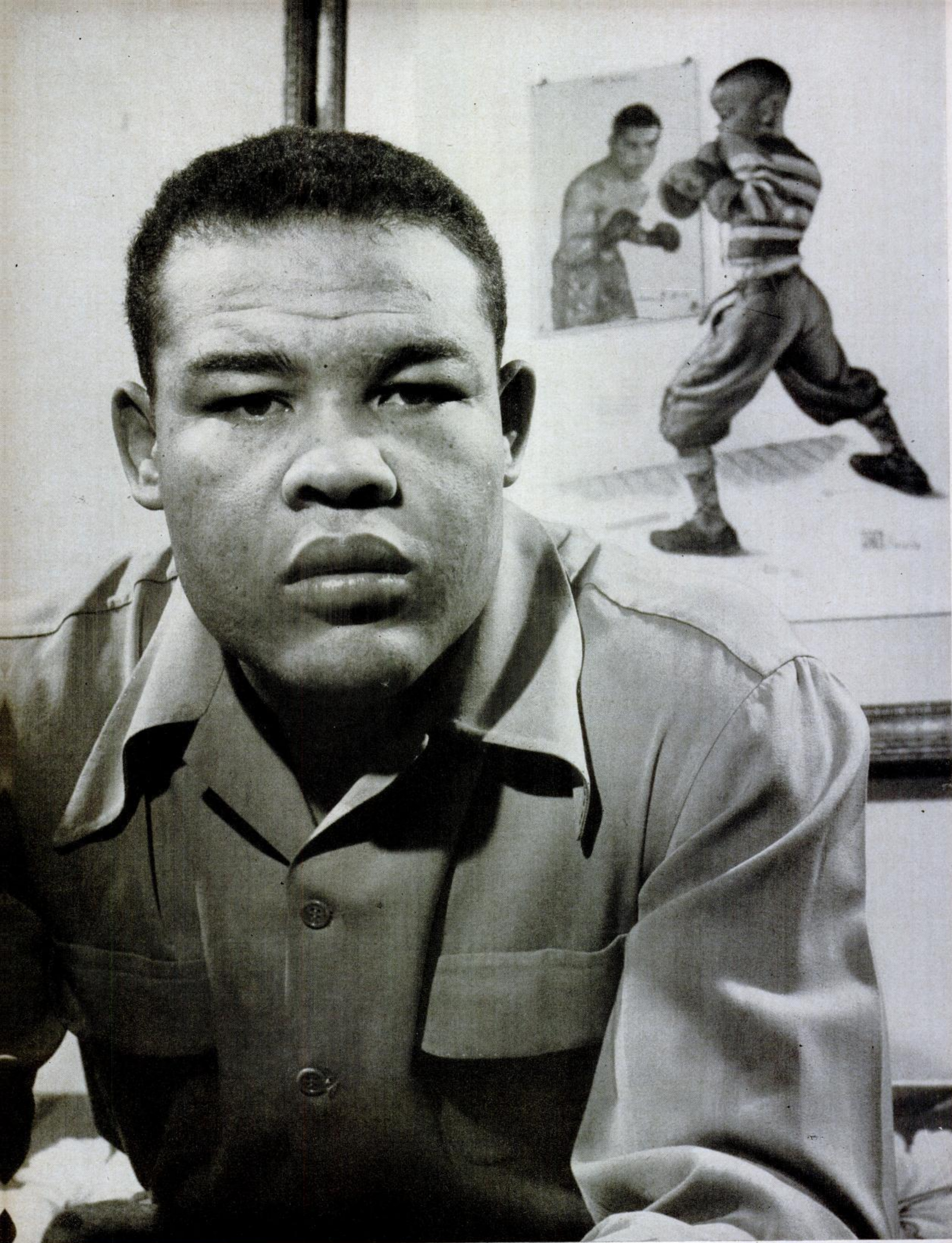
OUTDOOR SHAVING is minor inconvenience of camp life. The tent at right is boarded inside to keep it from being blown away by strong mountain winds.



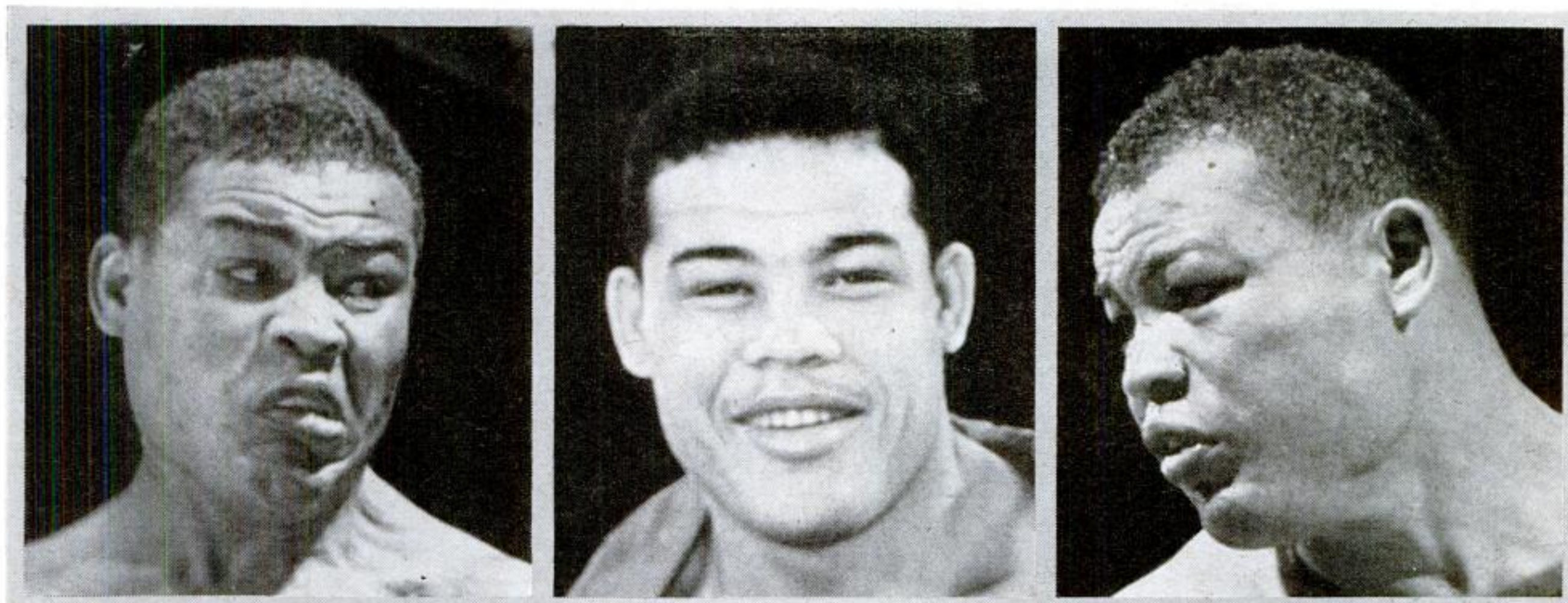
LEADING PHYSICISTS, Dr. Bruno Rossi (*left*) and Dr. G. E. Valley, relax on sunny steps to discuss movie film of meson tracks in a cloud chamber.

A SCIENTIST TESTS BUOYANT ARCTIC SUIT
WORN DURING EXPERIMENTS TO MEASURE
PENETRATION OF COSMIC RAYS INTO WATER





JOSEPH LOUIS BARROW IN THE LIVING ROOM OF HIS HARLEM APARTMENT. THE PAINTING IN THE BACKGROUND WAS GIVEN TO HIM BY PROMOTER MIKE JACOBS



SOMNOLENT AND POKER-FACED AS A RULE, LOUIS IN ACTION AND IN VICTORY (CENTER) SHOWS DRAMATIC MOBILITY OF EXPRESSION

My Story — Joe Louis

The heavyweight champion talks his life story . . . his sharecropper days in Alabama . . . a slum in Detroit . . . from Golden Gloves to Madison Square Garden . . . how racketeers tried to "buy" him . . . his marriage . . . Carnera and Max Baer. The first of two instalments

as told to MEYER BERGER and BARNEY NAGLER

PEOPLE ask me, "Joe, when you were a kid in Alabama, living sharecrop in a cotton patch, did you dream to be a millionaire and have rich things like cars, and pockets stuffed with money, and fine clothes and all that?" I say to them, "I couldn't dream that big." I never dreamed such things when I was a kid. That never come across my mind. Nor I don't dream back, hardly at all, on when I was a kid in Alabama. It seems like people expect you to dream that way, but I'm not cut like that.

I was 34 come May 13, in 1948. I figure I earned \$4 million fighting. The government took maybe 80% of that and I got maybe 20¢ of every dollar. They tell me my leftover after the government and other expenses came to somewhere between \$800,000 and one million dollars if you figure it rough, but I lived high.

Now folks say, "Joe, what will you do when the big money from fighting stops coming in?" They say, "Won't you have to cut down on your way of living?" I tell them, "I'm going to live good, retired or not retired. I've got investments and I've got ideas. I'll keep on living good. It's those who lived off me who won't be living so good."

I don't want anyone guessing about that and maybe making wrong guesses. I don't mean Mr. Roxborough who managed me and brought me up from an amateur to be the world's heavyweight champion. Without John Roxborough I would never have had all these things. He was square with me all the way, and we never had any contract but each other's word, nor needed any. Whatever Mr. Roxborough got out of my fighting, he had full right to it.

When I got up in fighting, newspaper writers put a lot of words in my mouth. I was taught by Mr. Roxborough that a fighter passes over such things. He said, "Joe, every word they put in the papers and in the maga-

October 21, 1948

There's a lot of talk about my fighting again. I haven't signed any papers to fight. I haven't discussed any terms or opponents with anybody. Nobody has done this for me.

So far as I'm concerned now, I'm through with fighting except for exhibitions. If some new sensation comes along—and there aren't any around now—and if the public wants to see me fight again, I'll reconsider my decision. In the meantime, I stand by what I said after the last Walcott fight: "This is the last one."

zines about you is all to the good, even if some tastes bitter. The more they write, the more people get to know about Joe Louis. A fighter," he said, "figures all writing about him—good or bad—is free build-up." He said, "You just got to keep clean so they can't write you into scandal."

A lot of the stuff they wrote about me has come to be like gospel truth because they wrote it over and over, but a lot of it was wrong. They wrote that I was born with the movements of a cat, or a panther and how I was a born killer. I never said it was wrong before because Mr. Roxborough educated me not to get into arguments

with writers. He said if they kept calling me a cat animal and a born killer, that was fine for a fighter.

The real truth is I was born kind of clumsy-footed. My mother says I like to stumble a lot when I was a baby. She says she couldn't leave me indoors alone when she went out to work in the cotton because I'd knock things over. I had the strength when I was a baby to knock over the churn when she set it by the fire. She says I did that two, three times. Once I spilled the cream she was fixing to churn.

That footwork the writers said was cat-sense was something "Chappie" Blackburn drilled into me. That was learned. It wasn't a born thing. Chappie studied me when he first got to be my trainer. He saw I couldn't follow my left hook with a right cross without getting my right foot off the floor. He told me, "Joe, a fighter has got to keep both feet solid on the floor when he throws his punches. If he don't, he's off balance when the other man hits. If you lose balance you go down easy." He said if I got my feet messed up I'd never be set for follow-up punches.

Chappie worked on me 'til I could throw a whole row of rights and lefts without getting my feet tangled or off the ground. It sounds easy, but it



JOE'S GRANDMOTHER, Victoria Harp Barrow, was half Cherokee Indian and descendant of a chief. She and her husband, Lon Barrow, were both plantation slaves.



JOE'S FATHER, Munroe ("Mun") Barrow, was 6 foot 3, weighed 200 pounds. Four of his seven children were Susie (left), Alvanious, baby Leon and Emmarell (right).

JOE LOUIS CONTINUED

takes a lot of learning before you do it without thinking. To get in solid punches, your feet must be planted solid. That's how come I learned to shift, and that's what the writers said was a born thing, but they were wrong.

This part, about how I was born, and where, is a little mixed up in a lot of the writing about me. I was born May 13, 1914 in a sharecropper's shack off a dirt road that runs between Lafayette and Cusseta in Chambers County in Alabama. That's red-clay country and hard soil to work. It's halfway down the map of Alabama, near where Georgia backs into it.

The shack I was born in looked like a good wind would have blown it down. I went back there when I was a soldier and it still looked like it would fall any minute. No paint, loose boards, and it sagged all over. There was a cotton field right back of it. 'Way back, my mother tells me, the place was run by Peter Sheley. He was my mother's uncle. When I was born my daddy had it. He was Munroe Barrow. He stood 6 foot 3 and weighed close to 200 pounds. I was only 2 years old when they took him to Searcy State Hospital in Mt. Vernon. He never came home again. He died there when he was 58 years old. He never knew I was champion. I sent money home so's some of the family could go to his funeral.

You can't keep straight how a family runs. The way I remember, they always said my father's father was Lon Barrow, a slave on a plantation owned by James Barrow, a rich white man. My father's mother was supposed to be half-breed Cherokee. She was Victoria Harp Barrow, slave on a plantation owned by a man named James Harp. It's all mixed up and hard to trace, and I never give much thought to it.

My mother was Lillie Reese when she was single. She was born right there in Chambers County. She's 62 years old, now. She's a good woman. She was Baptist all her life and brought us all up Baptist. She worked hard for us until I got in the money with fighting. First thing I did, when I had enough, I bought her that house on McDougall Avenue in Detroit. It was before the Carnera fight. She didn't know I had the money saved. I bought the place free and clear for \$9,000. It cost \$2,700 to fix up, and I put \$3,000 in new furniture, with a piano and a

radio. It's on a nice street on the East Side, with trees all around. That made me feel good, buying the house for her. I used to tell her, "Mama, if ever I make money enough I'm going to buy you a nice house" but I didn't let on I was saving for it 'til I had enough. Now she don't go out working for other people. She's sick with high blood pressure.

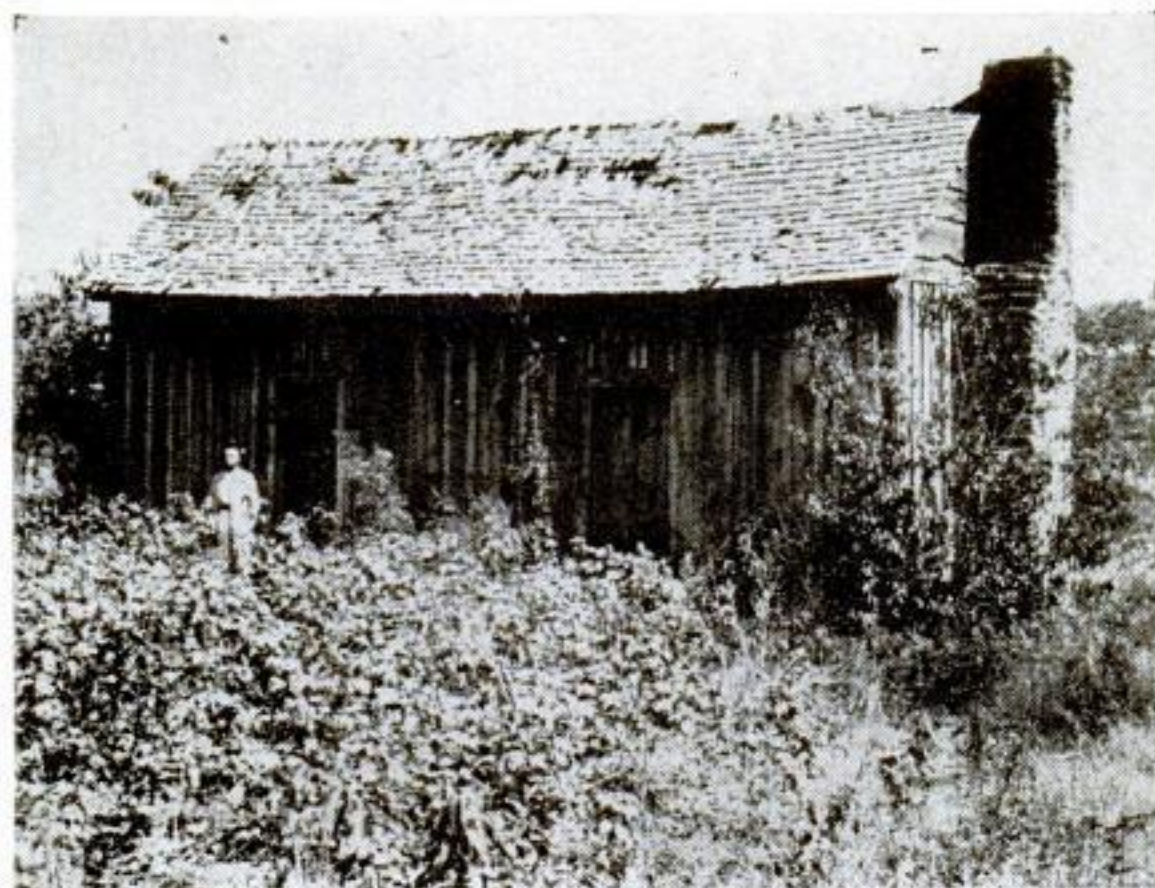
My mother was widowed two times. Her second husband was Pat Brooks, my stepfather. She had eight of us Barrow kids when she married him. I was next to the youngest. Only Vunies was younger than me—two years younger. Pat Brooks had five of his own kids when they married, but he gave us Barrows a break. He was a good stepfather. He was the only father I ever knew.

My mother says she named me for Joe Louis Nichols. That was my father's brother-in-law. She says I weighed 9 pounds when I was born. I was no bigger baby than my brothers and sisters when they were born. My brother Lonnie was bigger than me. He still is. Old Mrs. Radford—Susan Radford, the midwife in those parts—was with my mother the morning I come into the world. My brothers and sisters were out in the crops. They went out at sunup, and I was born around 8 o'clock in the morning.

My mother says I was a worse crybaby than any of her others. I would holler longer and louder when she had to whip me, or when I'd stub my toe. She remembers I was 11 months old before I got around on my own legs. That was slow for a Barrow. My brothers and sisters walked sooner. I didn't ail much. My only sickness was earache when I was 6 or 7 years old and I could always eat hearty. I never tried athletics as a boy; had no hankering for it. First time I ever did was a little while after we moved north. I won the shot-put throw in a field meet at Belle Isle when I was about 12 years old.

When I got to be champion, the writers made a lot of how hard it was to get me to talk. My mother said she could have told them I was no different when I was a kid. She said I couldn't make my words come clear like my brothers and sisters. When I went to school the teacher made me say my words over and over, and by-and-by I got stubborn, I guess, and wouldn't say them at all. My mother says I came home and told her I wouldn't go back to school because they made me say my words over. Other kids didn't have to do that.

It got to be my habit not to talk much,



JOE'S BIRTHPLACE was this ramshackle hut near Lafayette, Ala. He lived here until he was 6, visited it again during the war.



GOLDEN GLOVES TEAMS like this one in 1934 gave Louis (top, center) the best in amateur experience. By the time he had turned pro he had run up an impressive record.

even out of school. My mother says I was different from the other Barrows that way. I played by myself. I hunted join-y snakes. Down there they said if you cut these little snakes apart in the swamps, they would join together by themselves and be a whole snake again. I was too young to work in the crops then, but I fed the chickens and the hogs, and sometimes I picked a little cotton.

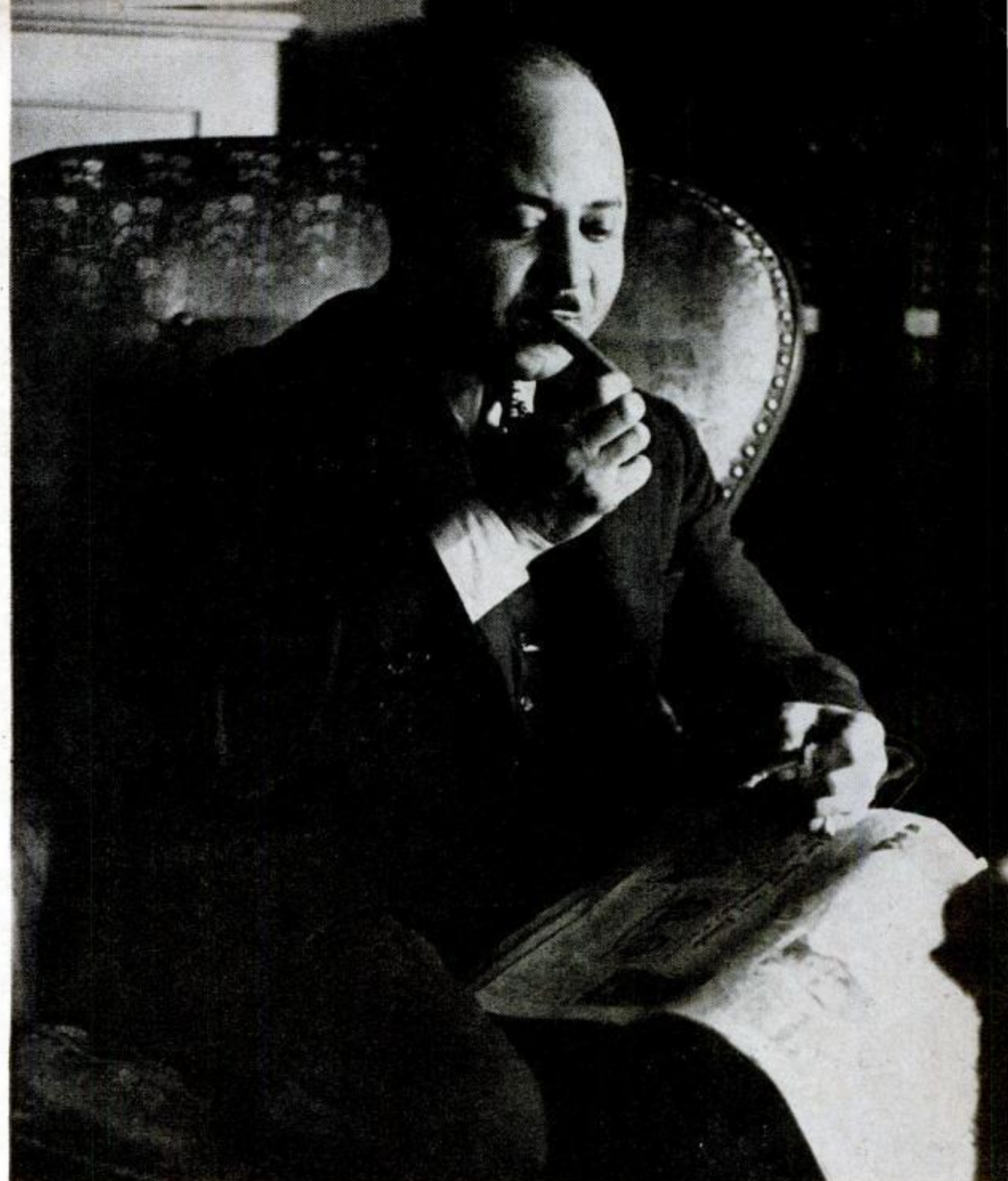
When I was about 6 years old we moved into another sharecrop shack deeper in the Buckalew Mountains. It was a little place you won't find on maps. It was Mt. Sinai, just a few miles from the house where I was born. Somehow what I remember most was how cold I used to get. We didn't wear shoes much and we kept our good clothes for Sundays. We had only kerosene lamps in the shack, and at night it would look broody. I liked to be alone. I fussed when my mother made me sleep with my brothers, three in a bed.

"I liked to play in the cotton..."

IN Mt. Sinai, I think, our shack was a gray plank house on the Waltons' plantation on the road to Waverly. My older sister Eulalia would walk me and my younger sister, Vunies, to the school in Mt. Sinai Baptist Church. I had got in the habit of stammering by then, and I wouldn't talk much because other kids made fun of it. When Eulalia walked back home, Vunies would go into the school, but I'd skip.

I would go in the swamp for join-y snakes. In summer I knew a swimming hole and places to fish. I played a little baseball, but not much. I liked to play in the cotton with little Pat Brooks. He was my age. We got along good when his daddy married my mother. We liked to lay in the cotton when it went to the cotton gin. The mules would go slow down the dirt road and we would bounce on the cotton in the cart. On hot days we would fill a bucket at the well, and me and Pat would catch hold of the handle and carry cold water into the crops. The older children, and my mother and stepfather, would drink the water out of the dipper. Those tin dippers had long handles. They cost only 5¢ at the store. Sometimes I washed the floor for my mother. I liked for her to tell me I did it good.

My mother thought I might be good at music, I don't know why. Only thing I ever



MANAGER JOHN ROXBOROUGH took Joe on in 1933, shortened his name to Joe Louis. Julian Black, friend and benefactor of "Roxy," was later cut in as co-manager.

played on down there in Alabama was a "juice" harp. I wasn't good at it. All the kids played "juice" harps, even the white Langley twins. Their father owned most of the land around there. When I was in the Army and went into Chambers County for a visit in the old places I called on Mr. Langley and he told me one of the twins was a flier. He had been shot down, and the Japs had him in a prison. I never did learn if he ever got back home again.

Some people think I spend too much time now in pleasure. Maybe so. But when I was a kid in Alabama there wasn't much a sharecropper's boy could do for pleasure. Soon as he got old enough he worked in the fields, sunup to sundown. Nights you stayed around the house and went to bed early because all hands had to be up again for the next day's work. The most pleasure I remember from my Alabama days was driving into Camp Hill on Saturdays with my stepfather. Camp Hill was a town with stores along the main street.

My stepfather gave us lots of father talk but he'd let us go pretty far before he put a hand to us—and he'd put it to his own Pat quick as he would to me. He was left-handed, I remember, and he could really lay it in there. We ate good on the farm—lots of corn, potatoes, bacon and chicken and fish. We never starved. But what I remember about those Saturday nights waiting out in the wagon, he would bring Pat and me cheese and crackers, and that made a kind of a holiday. We had to stay in the wagon.

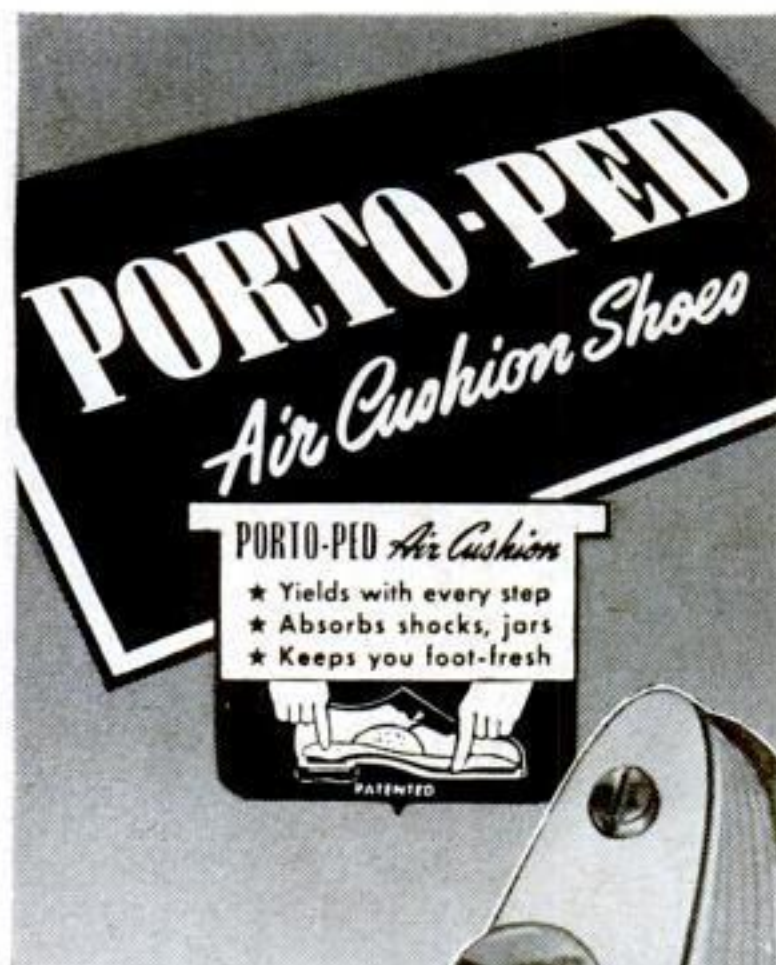
He was strict about that. Didn't want us getting into trouble.

Kids who lived down there in the back country didn't have much, but they kept happy. We never saw a movie 'til we came to Detroit. The best times we had was egg hunting around Easter and the main thing was to hang up your socks by the fire come Christmas. We knew about Santa Claus but we didn't have Christmas trees like they do up North. What you'd find in your stocking would be apples and oranges and big red peppermint candy.

Before I get to tell how we came to move north to Detroit when I was 12 years old, there's one other thing: in all those years in Alabama I never knew anything about race or anything like that. No one talked about it, as I can remember. If there was lynch talk, it never got to me or my folks. Not like now. I never got to know about



JOE'S DETROIT HOME was in heart of the black belt where he lived with his stepfather, mother and seven sisters and brothers.



Rugged brogue in
Martin's Heather Grain
Leather imported
from Scotland.



THE BRIARWOOD
Model 2645-6

Style right...
extra comfortable

It's their pace-setting style that gives Porto-Peds their exceptional smartness. But it's their *patented* resilient air cushion and flexible Arch Lift that assure lasting foot freshness to millions of comfort-wise men. Choose the *smart* way to enjoy luxurious foot comfort... wear Porto-Peds from now on.

PORTAGE SHOE MFG. CO.
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MAX MAREK, who now operates a bar-and-grill in Chicago stockyard district, defeated Joe in 1933 to win the national amateur light-heavyweight title.

JOE LOUIS CONTINUED

such things until we got to Detroit. In Alabama I played with the Langley twins and other white kids, and we had no color talk. I knew they had things I didn't have, but I took that natural. I never hooked it in with race difference. I think I would have remembered if I had.

People always ask was I a fighter when I was a kid. I didn't fight much; less than my brother Lonnie, maybe less than most other kids, because I kind of kept more to myself. My mother says I didn't fight. I laughed things off. I got a memory of a kid fight when we lived in Camp Hill. I fought some other boy, but I don't remember why and his name don't come to me. Teacher saw it from the school window. She whipped me for it, but she didn't whip him. I guess that gave him the decision. I had little scraps like that but nothing to make anyone say, "Joe Louis will be champion some day." No sign of that. I never dreamed it, but like I said I don't dream things.

I was 12 years old when Pat Brooks heard about the money Ford was paying. He went up first, and then brought us up to Detroit. We moved in with some of our kin on Macomb Street. It was kind of crowded there, but the house had toilets indoors and electric light. Down in Alabama we had outhouses and kerosene lamps. My stepfather got a job with Ford and we got a place of our own in a frame tenement on Catherine Street. I went to Duffield School but I couldn't take to learning any better there than I did in Mt. Sinai. I couldn't hardly get past the sixth grade. I didn't like it because I was bigger than any other kid in my class. Vunies caught up with me and passed me. She's the smart one in our family.

I earned a buck now and then after school, on an ice-delivery truck. I worked for an ice company with Freddy Guinyard. He'd stay downstairs minding the horse and I toted 50 or 75 pounds of ice up a couple of flights. I didn't mind hard work. I think it helped me for fighting. I think it built me up. I made some money delivering groceries too. All this money went into the house. We needed it. Up North we didn't eat as good as we did in Alabama. Stuff cost so much.

Nights I hung out on the corner with the Catherine Street gang. We had fights, but nothing much; just gang fights the way kids do. You got into a fight and you just punched the best you could. I had no haymaker then, no more than any other East Side kid. I wasn't doing so good in Duffield School, so they sent me to Bronson Trade School. That was Miss Vada Schwader's idea. She was one of the teachers. She figured I better educate my hands than my head.

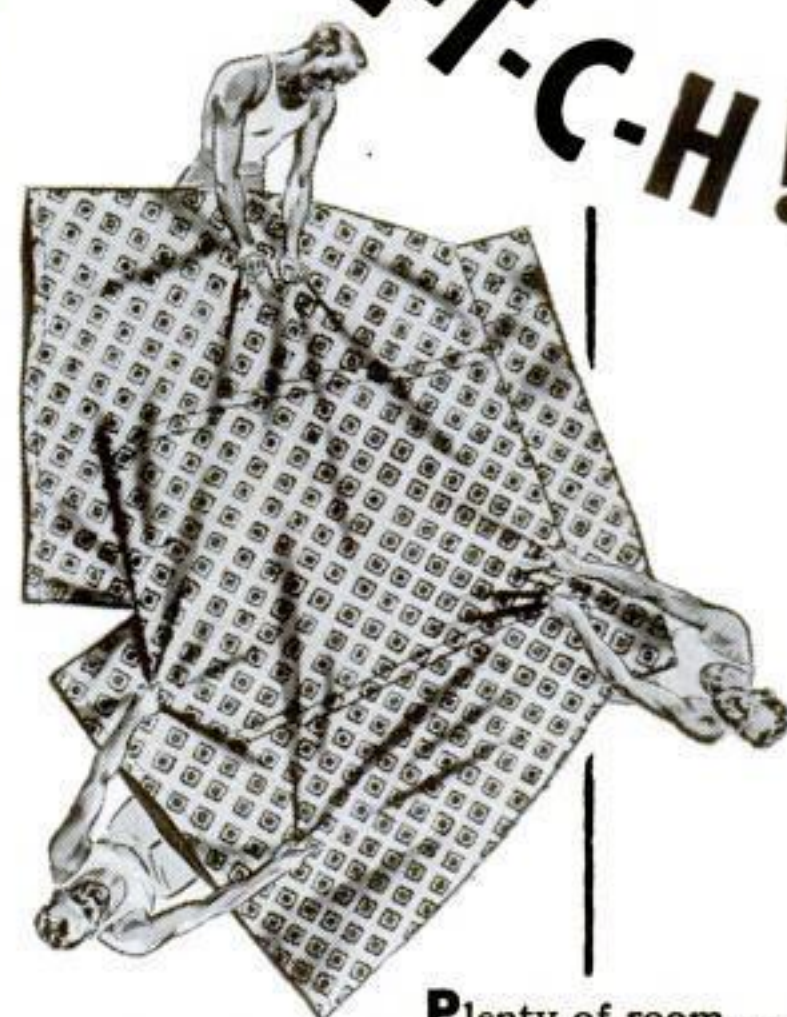
Joe hears about boxing—and "big purses"

It worked out. I did cabinetmaker's work at Bronson; made nice things. I made little tables and shelves and knickknack closets. I was pretty good at it. When I had them finished off I brought them home to be used in the house. We didn't have much furniture and it was hard to get. My stepfather was let out at Ford's because the depression had come. My mother had to go down to the relief place and wait in line to get us a few bucks a week. We kept track of what we got and I paid it all back—\$270 it was—when I got \$1,300 for beating Charlie Massera in 1934.

When I got to be almost 17 my mother fixed for me to take

CONTINUED ON PAGE 132

see how
they
S-T-R-E-T-C-H!



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THAT HANG ON!

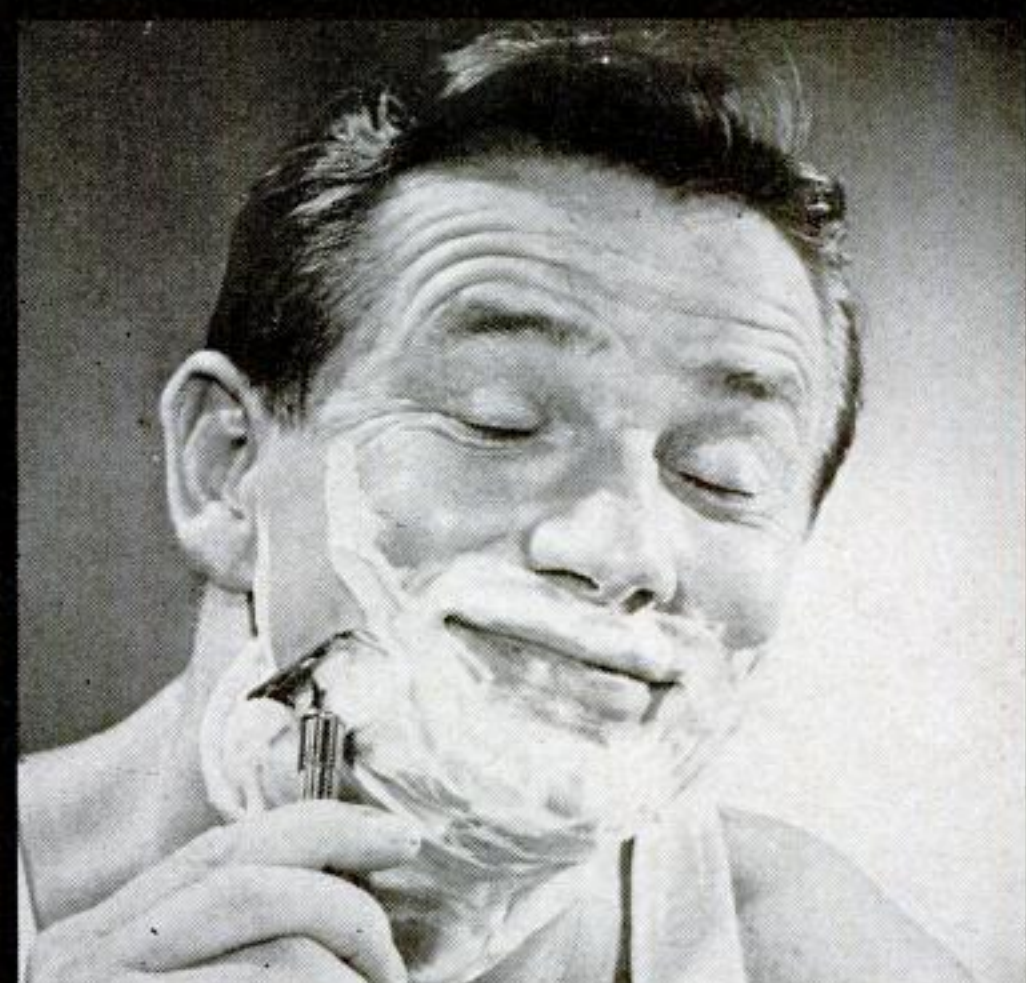


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JOE LOUIS CONTINUED

violin lessons from a teacher down on Warren and Woodward. She thought I might be good at it, but I only took five or six lessons. I never got to play the whole scale. A violin felt small in my hands.

What happened was I really got interested in boxing. I put on the gloves with other kids in Bronson School gym. I thought I might get to fight in the Golden Gloves and be somebody. We'd stand around on the corner, nights, and talk about the big purses fighters got. Thurston McKinney, who was a few classes ahead of me in Bronson, said there was no real money in fiddling. He talked up what fighters like Kid Chocolate and Jack Dempsey made. He showed me in *Ring Magazine* where they made more in one fight than a fiddler made all his life. He worked on me like that and the idea of big money kind of swelled in my head.

Thurston saw me put a Mexican boy away with one left hook down in the school gym one day. He said I had stuff and I ought to go in training for a fighter. He kept at me. He said, "You got to have education to be a good one on the violin. You got to read notes." He had another good argument. He said if I started fighting right off I could get from \$7 to \$25 in merchandise checks even as amateur, but it would be years before I would get in a band and earn money with a violin. That made sense. Even \$7 to \$25 sounds like big money when you got none.

I figured Thurston wasn't just talking. He was getting merchandise checks for prizes in the amateurs. Before I really got started Thurston was lightweight amateur champion of Michigan. Now he works in Sunnie Wilson's. That's a bowling alley and restaurant owned by Negroes in Detroit. Thurston was a good fighter. He didn't get the breaks like I did.

But he was the one got me started. I skipped my violin lessons. I used the money to pay my amateur dues. I would start out from home with the violin, but I would hide it in the locker down in Brewster Recreation Center and I would put on the gloves with other kids. Atler Ellis was my first trainer there. He taught me a lot. The only thing was I couldn't give full time to it. I got a job in the Briggs factory for \$25 a week. I pushed truck bodies to the sprayer on the assembly line. The tape would come off the body-covers and land on the floor, sticky side up. The tape would gum onto the dolly wheels, and you'd get a real workout pushing those truck bodies. I would leave the factory around 5 o'clock, go home for dinner and then go over to the gym.

He makes up his mind to be a fighter

ONE Saturday I got home from the gym and my music teacher was there. He told my mother I was skipping lessons. She wanted to see my lesson punch card, but I had torn it and thrown it away, and I came right out and told her so. I said I wanted to be a fighter not a fiddler. The teacher helped me. He said I never would do much with a violin. My mother didn't take on about it. She always said if any of us Barrows wanted to be something in the world, she'd work to see we got it, like the time she sent my sister Eulalia to special school in Birmingham, only nothing ever came of that.

I got my application for the Golden Gloves but I didn't fill it out. One day when I come home from work my mother fetched it out of the dining-room lamp bowl, where I'd dropped it. She said, "Joe, don't you want to do something with this?" I filled it out and sent it in, and that's how I got started.

My mother let me keep on training, and around November 1932 or early 1933 I got my first amateur bout. It was a stag in the Edison Athletic Club. I weighed around 168 then, and they stacked me against Johnny Miller, a white boy. He had been a fighter for years and I was new at it. He held a couple of amateur titles and he had fought in the Olympics out in Los Angeles. I never got in a solid punch against him. He knocked me down seven times in two rounds, more than any one ever did after that. He mugged me up pretty bad. Going home that night I was sore all over, and low. I got a merchandise check for \$7 out of the fight. I gave that to my mother.

She stuck up for me. She told me, "Joe, if you want to keep on with boxing, you keep on with it." She said, "If that's what you want to work at, I'll work for you to get it," but my stepfather didn't think I would ever get to be anybody in boxing. He held out for me to get factory work. He was nice about it. His talk was just father talk, but my mother had to hold by it. I got a job in "B" Building in the Ford plant in River Rouge. I stayed away from the ring six or seven months. Then I put in for the Golden Gloves, in the novice division. My mother said it would be all right. I'm still on leave from Building "B." I saw Henry Ford II a few weeks ago and reminded him I never really quit at Ford's. My work card is still there.

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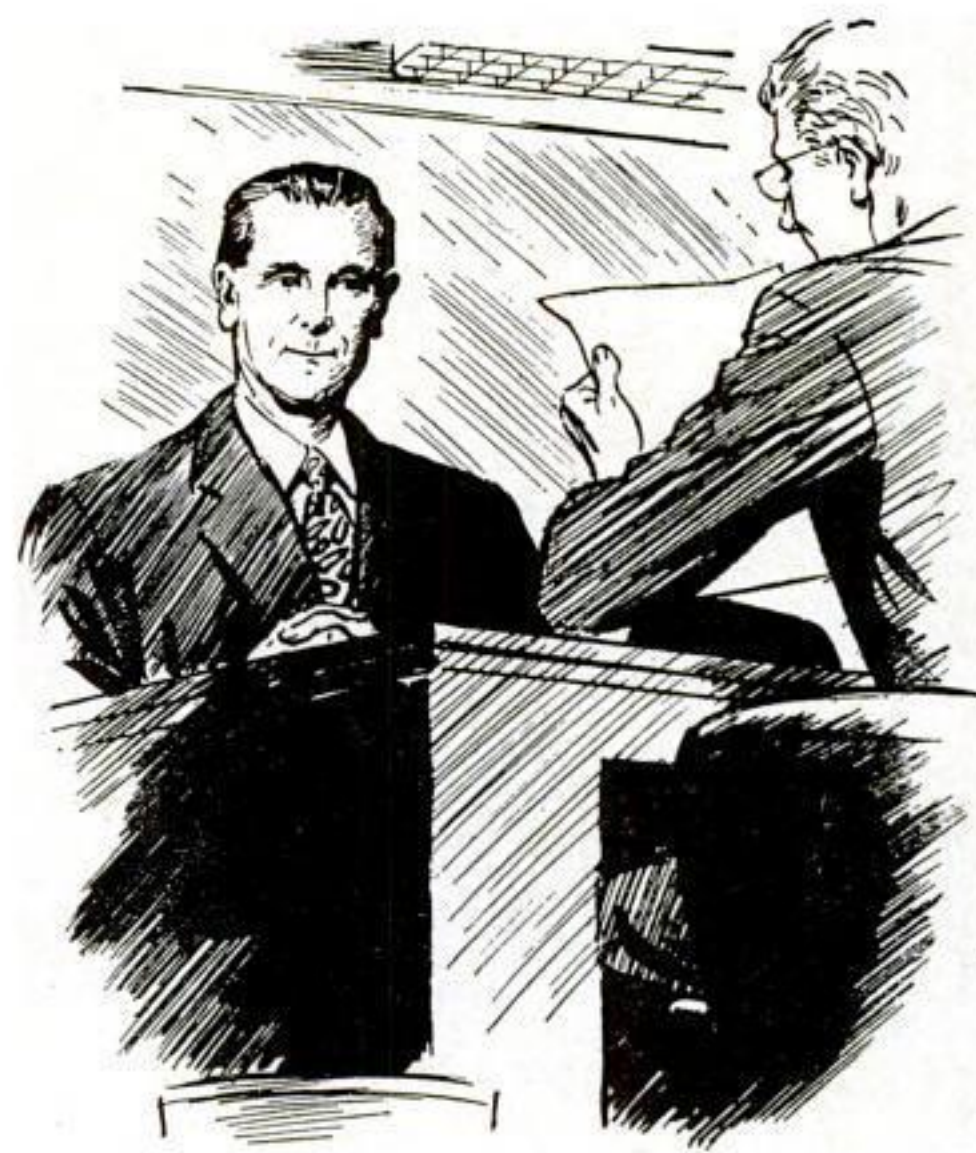
The story of Neal McGinley



1. In 1906, at the age of 21, Neal McGinley came to the United States from County Donegal, Ireland. Five years later he moved to Lompoc, California, with his bride and went to work as a "pumper" in the oil fields for Union Oil Company. Today he is still doing the same kind of work in the same area for the same company.



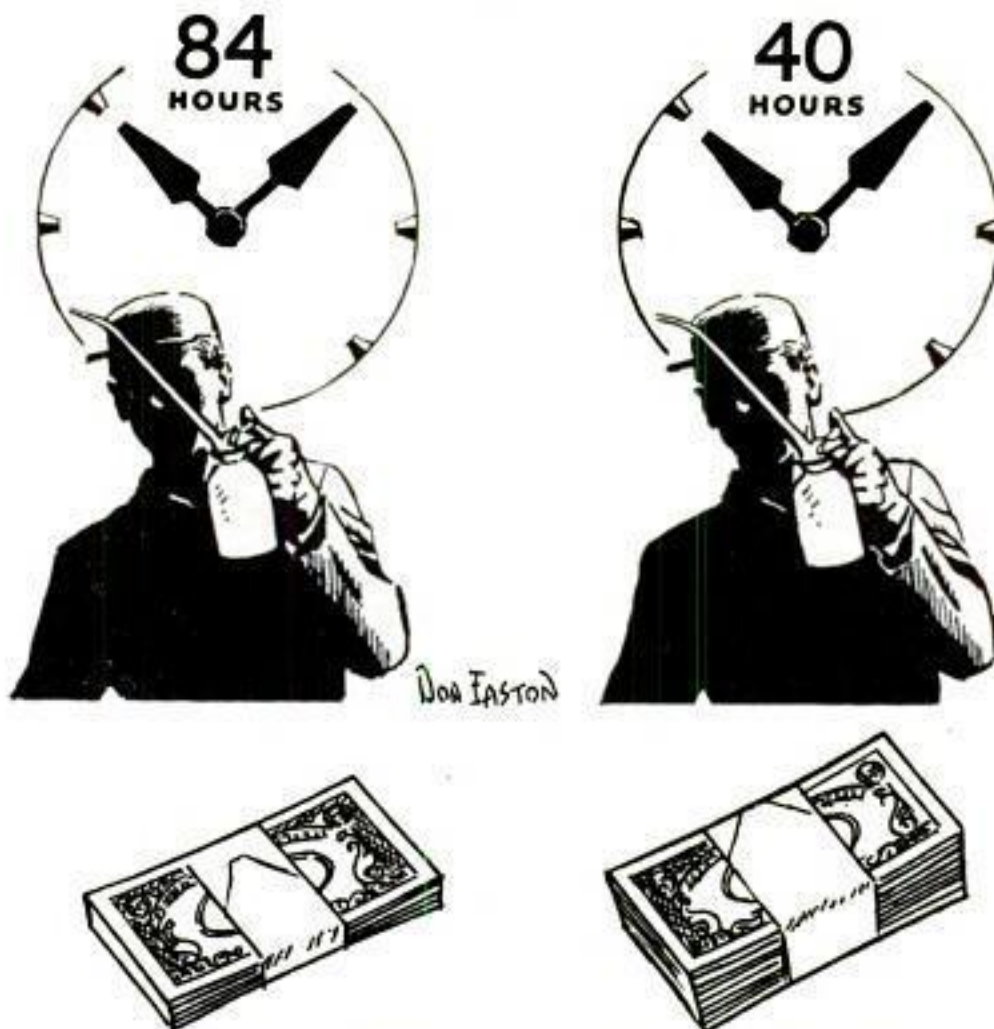
2. But during this 37 years with Union Oil Company, Mr. and Mrs. McGinley have raised a family of 7 children—6 boys and 1 girl. Two of the boys were killed in World War II.† Of the remaining five children, Francis, a graduate of U. S. C., is now manager of a welding equipment company; Ann, a college graduate, is married; Joseph is in the engineering department of an aircraft firm; Lawrence is with a utilities company, and James is a practicing physician in San Francisco.



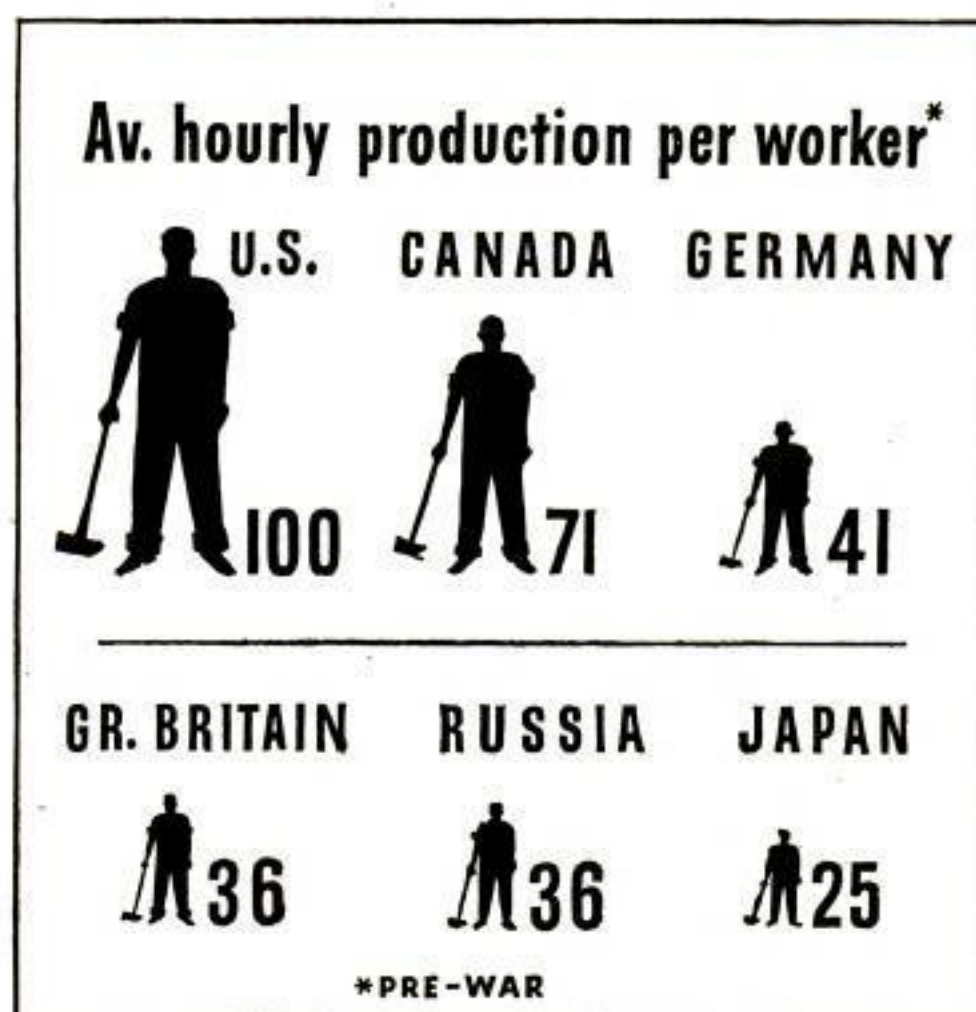
3. Neal McGinley gave us permission to tell his story in order to drive home one fact. He didn't achieve all these advantages for his family by becoming president of Union Oil Company. (In fact, the job he holds today is comparable to the one he held in 1911.) Neither did he do it by going into business for himself. He simply went to work.



4. But our American economic system offered him greater opportunity for *productive* work than he could have found anywhere else in the world. Work by itself means nothing. Only work that *produces* something—which a man can exchange for the things he needs—is of any value. Consequently the more a man can *produce* with an hour's work the higher his standard of living.



5. During the 37 years that Neal McGinley worked for Union Oil, his capacity to *produce* increased steadily. For during that time the Company increased the tools-per-employee more than threefold. Consequently production-per-employee went up. And, as a result, Neal McGinley has almost tripled his take-home pay. He makes 6 times as much per hour worked today as he did in 1911, and he works less than half as many hours—40 instead of 84.



6. In other words, even though we all don't end up as presidents and we all don't go into business for ourselves, the American economic system is still just as *important* to all of us. For each man's standard of living depends directly on what he can produce. And our American system has so encouraged the introduction of new tools and techniques that, year after year, the average American has been able to produce more and more and thereby continue to improve his standard of living.

†In honor of Lt. Raymond McGinley, P-51 pilot killed in England, and Corp. John McGinley, killed in the Battle of the Bulge, V. F. W. named their Santa Maria (Cal.) post McGinley Brothers Post.

UNION OIL COMPANY
OF CALIFORNIA

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"CHAPPIE" BLACKBURN was Louis' trainer from 1934 until his death in 1942. More than anyone, Blackburn shaped Joe into world's champion.

JOE LOUIS CONTINUED

Holman Williams trained me in Brewster gym. He was a Negro middleweight, a good one. He made pretty good money then. He lives in Chicago. When he was busy training other kids I would go off by myself and study my form in the gym mirrors when I worked at the punching bag, like he told me. I remember one day I put on the gloves at Brewster with a kid named Ken Offlin, a fly-weight. He weighed only 118 and I was around 169, but when he got through with me I thought he was champion of the world. He whipped me good. Too fast for me. I couldn't hardly touch him.

It didn't come easy, but I got better as I went along. I still got merchandise checks for fights, and I did like other amateurs—I would take out only part of it in merchandise, and get the rest in cash. I took the cash home to my mother. Holman Williams and other men around Brewster Center kept telling me I would make a good fighter, just to keep at it. I trained hard, and they sent me against a boy named Thomas in the Forest A.C. in Detroit. I took him with two punches. That was my first knockout. All told I had 43 knockouts on my record in the two years I was in amateurs. I won seven fights on decisions and lost four.

All this while I fought with secondhand stuff. I used my hand bandage over and over, in different fights, because I didn't have money to buy new bandage every time. I didn't have real fighting shoes. I used old tennis sneakers. Another thing, I wasn't eating right. I didn't know the right things, and even if I did the Barrows couldn't count on steaks and chops. That's what a heavy needs, but they cost too much. Mostly I lived on frankfurters. I liked them. I loved ice cream, too, but it wasn't good for a fighter. I went along like that until Mr. Roxborough took me in. That came later.

I kept on training and winning little amateur merchandise checks and little medals until I came against Max Marek. He was a Notre Dame football player. That was my toughest fight, I think, that year. It was in the National A.A.U. light-heavyweight title fights. I won all other fights easy and then I met him for the championship. I thought I kept pretty even with him, until the third round. Then he outboxed me. He got the decision.

He goes to live with John Roxborough

THAT year I won the light-heavyweight title in the Golden Gloves novice class. George Moody, who ran the Detroit Amateur Club, was my trainer then. He arranged for me to take on a boy, Stanley Evans, but Evans had too much for me. He knew more. He took me on a decision, but he was the last, amateur or professional, to beat me until Max Schmeling knocked me out in our first fight, in 1936.

I fought Stanley Evans again in the Detroit Golden Gloves early in 1934. I didn't knock him out, but I got in a lot more solid punches than he did in every round, and I won the title. George Moody and Mr. Roxborough met me after that bout, and Mr. Roxborough said if I would work hard at training and live clean he would help me. He was interested in young Negro fighters. He was a big shot in the Young Negroes Progressive Association and in the Urban League.

Mr. Roxborough found out that the day I lost the first fight with Evans I ate a hot dog and one slab of apple pie. He told me if I wanted to get real serious about boxing he would take me into his own house. He said he would feed me right and buy my clothes, but

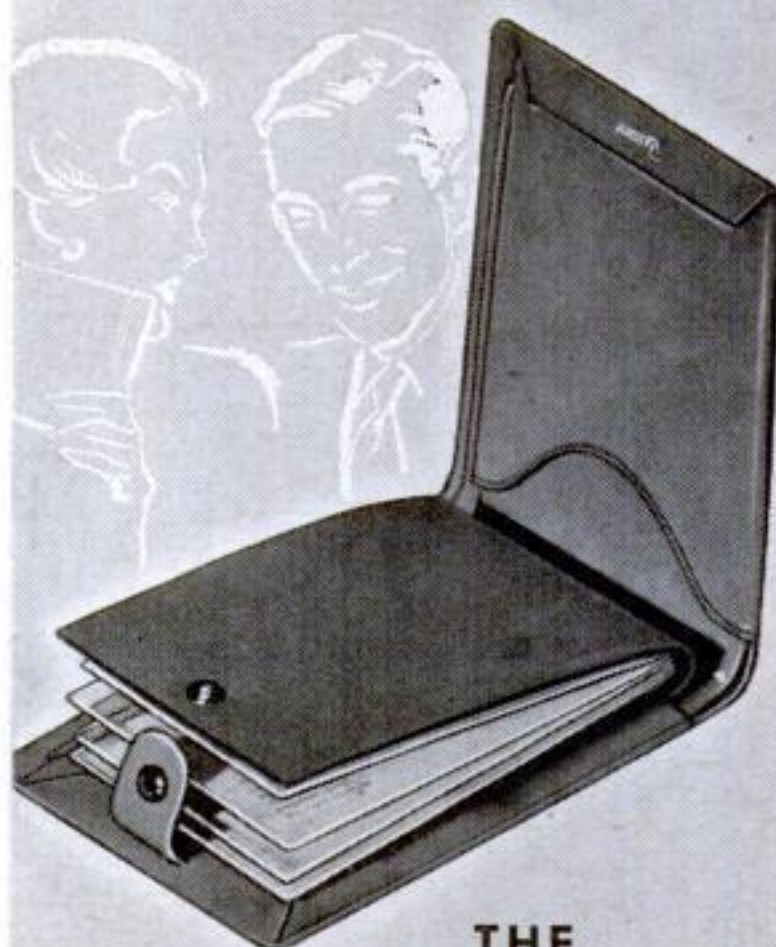


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CONTINUED ON PAGE 137

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JOE LOUIS CONTINUED

I would have to break away from staying out late nights with the Catherine Street gang and get to bed early, like a fighter should. Us Barrows were on relief then and it was depression, and no jobs around. My mother and my stepfather let me go to live at Mr. Roxborough's.

He treated me real good. I got to wear some of Mr. Roxborough's clothes, made over, and I had my meals with Mr. Roxborough. He kept me in pocket money—\$5 and \$6 a week. He bought me fresh bandages for my amateur fights and got me good fighting shoes and nice trunks. Wilhelmina Morris, who later on married Mr. Roxborough, got me a terrycloth robe to wear in the ring. I still got that robe. It's torn and nearly worn out, but I keep it for good luck. That's my training robe. I got to feeling fine and I kept on winning most of my fights by knockouts. Mr. Roxborough never cut in on my prize money, and he never touched any of my professional money until it got up to be real big.

When I was 19 years old I trained for the international light heavyweight Golden Gloves in Chicago. I wanted to take that title. The night of the fight we paraded into Chicago Stadium and it was all flags, and the bands played all the different countries' songs, and we got our pictures taken, and then we marched out again with all the people cheering. Then a man came into the dressing room. He hollered, "Is Joe Barrow in here?" and I got up and this man told me, "Arch Ward wants you, ringside, right away. Something important." Arch Ward is sports editor on the *Chicago Tribune*. They run the Golden Gloves.

Mr. Ward said, "Joe, you ever been to South Bend, Indiana?" and I said, "No, sir, I've never been any place but Detroit and Chicago. I never stopped off anywhere between." Mr. Ward shook his head and said, "I don't know what's the matter, Joe, but they want you to go down to the police station." He said, "You go back to your dressing room and get into your street clothes." Then six policemen came in, with guns, and when I was dressed they picked me up and marched me out of the stadium. I asked them what's up, and they said they got orders to take me down to Gary, Indiana because a man down there had seen my Golden Gloves pictures in the paper, and he recognized me as a man who had killed his wife in South Bend in 1926. I thought this was a frame-up. I told the policemen, "How could it be I killed a wife in 1926? In 1926 I was only 12 years old, and I never ever heard of South Bend. I was a boy in a cotton patch in Alabama." When I got to Gary the sheriff said he was sorry. He saw it was all a mistake and he didn't mean for the order to go to Chicago to pick me up on the say-so of this man who'd seen my picture in the paper. So I never got to fight that night. I felt bad, but the sportswriters and the other boys said it was all right. They said no one would think I was in a murder, and that I got out of the fight. They said there was all kinds of rumors around Chicago that night and everybody was talking about me. They all said it was a gag. I never heard no more about it.

Joe turns professional

I FOUGHT my last amateur fight against Joe Bauer, a Cleveland boy, on June 12, 1934. It was in Ford Field in Detroit, in the inter-city light heavyweights. I put him away in the first round with a left to the jaw and a right to the head. It didn't go hardly a minute and a half, and it was over. Right after that I asked Mr. Roxborough could I fight professional. I said I would like to make some real money to give my mother. Mr. Roxborough told me he thought we better wait a while. He said he figured I was too young, but if I wanted to try for it he would help me.

We went over to my house and Mr. Roxborough talked with my folks and they said it would be all right, whatever he wanted to do. Mr. Roxborough took me to Chicago. He introduced me to Julian Black, who had fighters there. They hired Jack Blackburn. He trained me for all my fights for eight years and he taught me almost everything I know. I loved that Blackburn. He called me "Chappie" and I called him "Chappie" and whatever he told me to do in the ring, I did it, and it was right. I hardly ever threw a punch but what Chappie passed on it first. He died right after my fight with Abe Simon for Army Relief.

I left Detroit about the middle of June in 1934, right after my last amateur fight. Julian Black and John Roxborough rented a room for me in Bill Bottom's apartment on 46th Street and South Parkway in Chicago. Bottom was a chef. He ran the kitchen in all my training camps later. Jack Blackburn got \$35 a week at first but when I got in the big money he was cut in for 10% of the manager's share. I liked the training, mostly the roadwork. Always have. I would get up around 6 in the morning and run twice around Washington Park. It was about 3 miles once around. Chappie would wait for

CONTINUED ON NEXT PAGE



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"UNCLE MIKE" JACOBS, impresario of the Twentieth Century Sporting Club, has promoted all of Louis' big fights since Carnera fight in 1935.

JOE LOUIS CONTINUED

me outside. He would let me go back to the house again after that and go back to bed. Around 11 o'clock I would get up again and have a good breakfast. When it settled I would go down to George Trafton's gym and work out with the gloves. Chappie kept me blocking punches. He worked on my fighting position. He never said things to swell my head. He never said I was a good fighter. He never compared me with other fighters, but he would say, "You can do anything. You can beat anyone you can hit, but you got to get in position to hit." He said, "In a year I'll have you hitting any one of them."

Sometimes at night he would let me go to a movie, but mostly we would sit around and talk boxing. He would show how to throw punches without losing your balance. He kept drilling away at that. I told him I won all my amateur fights with my left hook, and he saw how my right hand pulled me in and left me off balance. He kept after me until I could shift my left foot to put me in position to throw that right without letting myself open for a counterpunch. He was a great boxer and we always got along swell—all but one time. We got into a real argument over the first Conn fight. I'll tell about that later. It turned out he was right, as always, and I was wrong.

Mr. Black and Mr. Roxborough signed me up for 6- and 10-round fights at the start. The first professional fight was with Jack Kracken, a Chicago heavyweight. I got ready for him in two weeks. We fought in the Bacon Casino on July 4, 1934. It was a main bout. I never had to fight preliminaries when I started, because I had a big build-up from the Golden Gloves, especially in Detroit. Chappie knew this Kracken, and how he fought. He told me just where to hit to make him drop his guard. It came easy. I put Kracken out in two minutes in the first round. I hit him on the jaw when he dropped his arms to cover his stomach. I got \$52 cash for that fight. Mr. Black and Mr. Roxborough let me keep all of it. I sent most of it home. A week later I took on a boy, Willie Davis, and he didn't last but three rounds with me. I got another \$54 for that one, and on July 29 I went on with Larry Udell in the Marigold Gardens. I got him on the chin in the second round, and they counted him out. That was another \$101 for me.

The hardest blow Joe ever took

I WON five in a row in Chicago and four of them were knockouts. I came back to Detroit for my next fight. They had me matched with Alex Borchuk from Canada in the Naval Armory. I knocked him out in the fourth round, but the crowd didn't know how tough that one was. This Borchuk hit me harder than any fighter hit me before or since. He fetched one to my left jaw that broke one of my back teeth. It was 12 o'clock when I got away from the crowd in Detroit that night, and came home. My mother was up, waiting for me. The family heard the fight on the radio. They weren't too excited about it. They didn't know how close I came to losing.

I came along good after that. I beat Adolf Wiater from Green Bay in Chicago on Sept. 25. Then Mr. Roxborough signed me against Art Sykes from New York. We fought in Arcadia Gardens in Chicago and I hit him a hundred times but couldn't keep him down. I didn't want to hit him any more. When he went to the floor in the



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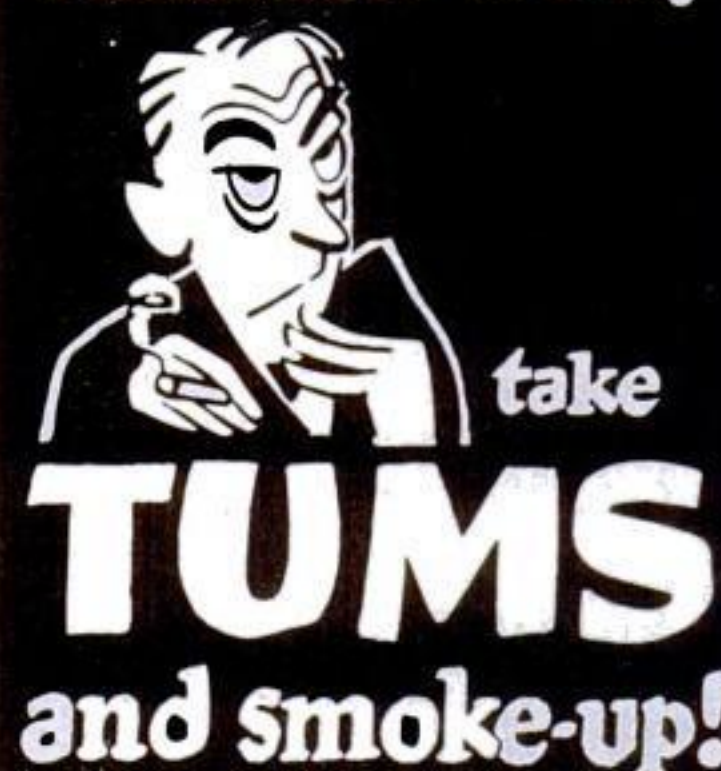
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CONTINUED ON PAGE 141

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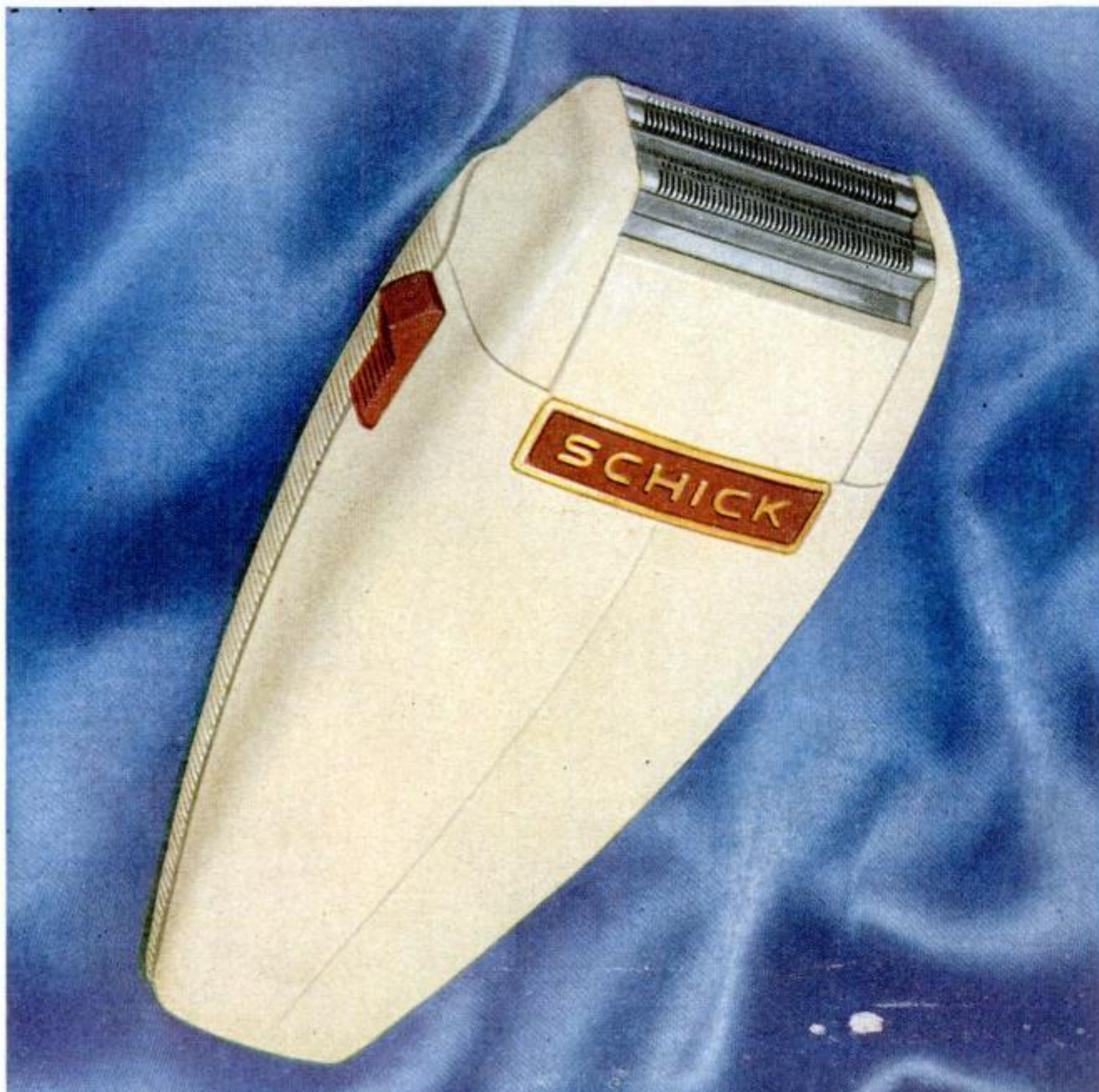


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NEW Stream-Flo Styling — by Raymond Loewy. Unbelievably light. Easy to hold. Non-slip ribbing.

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Shaverest—Trademark Schick, Inc.

New Power-Packed Schick Super—\$21.00

SCHICK INCORPORATED, STAMFORD, CONN.

It's new and it's news! New electric shaving speed and ease — new outside, new inside — new Stop-Start Switch, new power-packed motor, new styling, new everything.

Step up and introduce your face to the dynamic new Schick — new in beauty, new in power, *new from the sound up.*

On the outside, see Stream-Flo Styling, lovely to look at, easy to hold. See the handy new Stop-Start Finger Switch that snaps on and off in a flash. See those new Stay-On Whisk-Its that catch all beard clippings — how they blend into the shaver, how firmly they work.

And on the inside — here's where all the power comes from. The all-new Mighty Motor — new Nylon Cushioning — new Hi-Speed Bronze Bearings — a flock of other features.

Put 'em all together and all these spell *easy shaving, fast shaving.*

Extra power zips Schick's V-16 Shearing Heads through the stubbornest stubble. Your beard seems to *vanish*. Your face winds up looking as though a whisker *never* grew on it.

What's more, the new Schick runs with just a happy little hum. It runs smooth — and *stays* that way year after year.

We could list scores of engineering reasons why you'll want to toss away *any* shaving device for this one. (And we ought to know, after pioneering electric shaving 18 years ago — and making Schick America's No. 1 shaver.)

But — see for yourself and your face. There's a brand-new Schick in its grand new case waiting for you at a nearby dealer's!



THERE'S A LOT THAT'S NEW IN THE COLONEL, TOO!

There's a new head on the Colonel's shoulders. It's the new 3-M Hollow-Ground SHEARING HEAD—with Fast Pickup INTERCEPTOR BAR that pops up each whisker to be cropped clean at skinline. Also — the Colonel comes in a smarter travel case. Schick Colonel with new 3-M Head \$16⁵⁰

All-new, through and through **SCHICK** ^{ELECTRIC} **SHAVER**

JOE LOUIS CONTINUED

eight, and got the count, I was glad it was over, but when I left the club the doctors were still with him in the dressing room. I called the hospital all night to find how he was doing. He was a boy Damon Runyon liked. Mr. Runyon told me later, "You almost killed my boy." This Art Sykes never fought again. People say to me, "Joe, you ever feel sorry for someone you got to punish like that?" and I say, "They come in there to give it to me. I can't say it's a sorry feeling, but I don't like to do it."

All these fights, my purses got better and I had plenty to send home. My mother used to say she was glad she'd helped me go my own way in getting to be a fighter, and giving up the violin. After I beat Massera in November in 1934 I cleaned up what our family had got on relief, and right after that I took on Lee Ramage in Chicago Stadium and I got over \$2,500 for my end. I knocked him out in the eighth round, but he didn't come easy. I think that Ramage was the best boxer I ever had against me. I could hardly lay one right on that boy. I told Blackburn I was afraid he would take me on points, but Chappie said, "You go in there and box." He said, "You tire him out, and then find an opening." In the eighth I saw his arms drop a little. Chappie had taught me to watch another fighter's arms. He said, "When a fighter is fresh he keeps his arms at regular height. When he's tired and wants to make believe he's fresh, he lifts too high, and that's the giveaway. That's when you take him." I knocked this Ramage down three times in the eighth. His corner threw in the towel and I got another knockout. I figured if this kept up I could soon get my mother that house.

All this while I never talked much. Chappie talked to the reporters, or Roxborough, but I had nothing to say. Mr. Roxborough kept coaching me on manners and such.

When I was coming up in Detroit I met Jack Johnson, the old Negro champion. He came to my camp later two or three times. He was a colorful guy. I heard a lot about him. He was pretty smart in the ring. When people said to me, "Joe, you don't want to make the mistakes Johnson made," I'd think that was right, but I didn't want to make the mistakes some white fighters made outside the ring, either, once they got a title. When I got to be champ half the letters I got had some word about Jack Johnson. A lot was from old colored people in the South. They thought he disgraced the Negro. I just figured he did what he wanted to do, and what he did had no effect on me.

A big Christmas at home

IN six months fighting pro I had 10 knockouts and two decisions. Mr. Roxborough and Mr. Black let me come home for Christmas with the family and it was a big Christmas. I had money to buy clothes and watches and such for all my kin. We had big times. Then they got me back to training. My first fight in 1935 I beat Patsy Perroni of Cleveland in the Olympic Stadium in Detroit. My end from that fight came to more than \$4,000. I never figured to make that much in one night before I was 21 years old—or ever.

I was getting up in weight now. When I fought Hans Birkie in Duquesne Gardens in Pittsburgh the week after the Perroni fight, I was up to 194. This Birkie could fight good, but before the end of the 10th he could hardly keep from just going on his face. They threw in and carried him to his corner and I got another knockout. After that Mr. Roxborough and Mr. Black took me out to Los Angeles for a return with Lee Ramage at Wrigley Field. I knocked him out with a left hook in the second round. I got more than \$3,000 for that.

My picture and my name got in all the papers after I beat Ramage the second time. They called me "Brown Bomber" and it got out that the writers thought that up, but they didn't. Mr. Roxborough was talking about me, one night in Detroit, to Scotty Monteith, who was a fighter and then a manager. When Mr. Monteith went home that night he got the idea. He called Mr. Roxborough on the telephone. He said, "I got a good name for your boy. You call him The Brown Bomber." That's how it was.

Chappie Blackburn started getting me in shape for a fight with Natie Brown in Detroit. That fight meant a lot. Mr. Roxborough and Mr. Black had made a deal with Mike Jacobs who runs the Twentieth Century Sporting Club. Mr. Jacobs was bucking the Madison Square Garden promoters who controlled the heavyweight class, which meant they controlled the top money in fighting. But the Madison Square Garden promoters were on the outs with the Hearst sports writers—Mr. Ed Frayne, Damon Runyon and Mr. Bill Farnsworth. The Garden promoters wanted to raise the rent at Madison Square Bowl for the Hearst Milk Fund fights.

Different promoters tried to get me after I beat Ramage the sec-

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KAYWOODIE

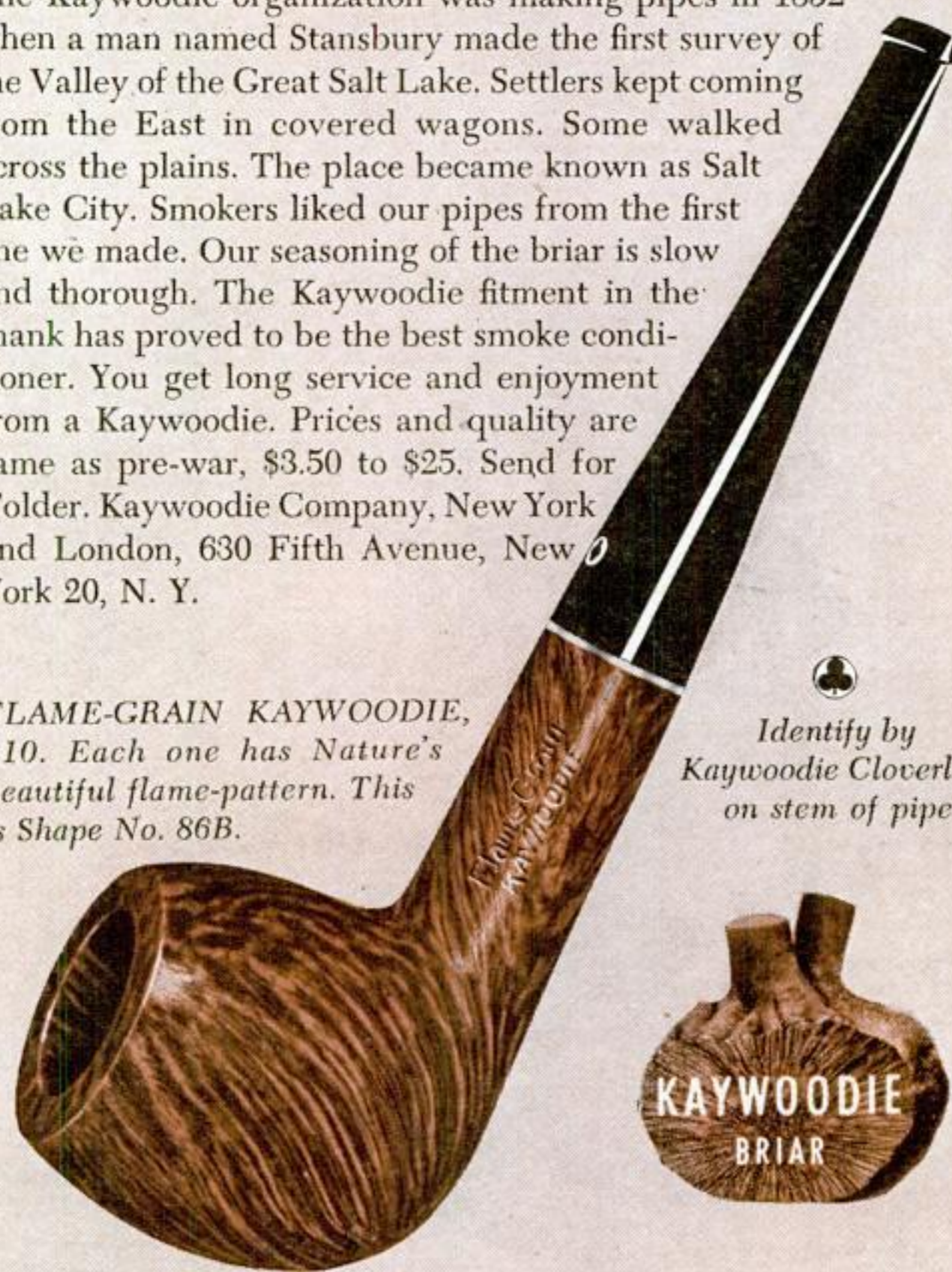
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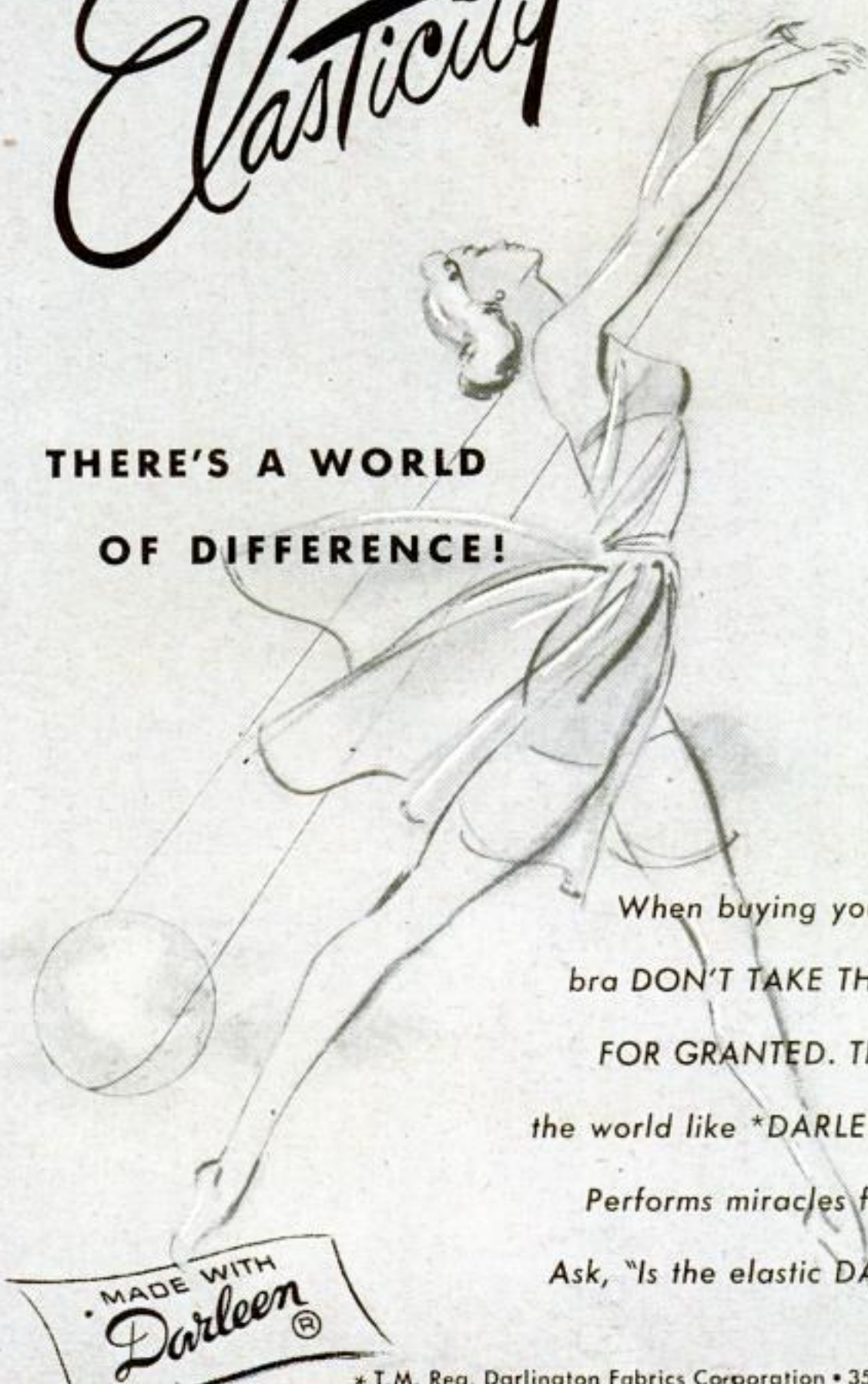


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JOE'S BIGGEST AMBITION as a young fighter was fulfilled in 1934 when he was able to buy this comfortable 10-room brick house for his mother, Mrs. Lilie Brooks. This is a recent picture taken soon after second Walcott fight.

JOE LOUIS CONTINUED

ond time, but most of them had shady propositions. Jimmy Johnston who was the promoter for Madison Square Garden, he wanted me too, but there was always a catch in it. One promoter called Mr. Roxborough on the telephone in Detroit about that time. He said, "You got a colored fighter and you're a colored manager. You'll have to take less than other fighters, and your man will have to lose a fight, now and then." Mr. Roxborough hung up on that man.

That's where Mike Jacobs came in. He talked to Mr. Roxborough. He came out to watch me fight. Then he told me, "Joe, you can fight on the level when you fight for me. If you win, you win. You don't have to drop any for anybody." He said, "I'll make a lot of money for you." He told Mr. Roxborough he would fix it for me to fight Primo Carnera in New York, to give me my first fight with an ex-heavyweight champ. Mr. Roxborough and Julian Black said that was okay.

Then Mr. Jacobs got the Hearst Milk Fund writers behind him, and they fixed to take the heavyweight fights away from the Garden promoters. They figured they could do it with me. I finished up what Mr. Roxborough already had signed me for. I beat Red Barry in San Francisco in three rounds on March 8, and got \$4,000 for it and that made my average \$1,000 a week for those first three months in 1935. Three weeks later I fought Natie Brown in the Detroit stadium.

Mr. Jacobs hired a special train and brought all the New York sportswriters out to Detroit to see the fight. Mr. Roxborough and Mr. Black talked up what this fight meant to me. They said it could start me up into where I could get maybe \$100,000 a fight or better, if I showed up good in front of the New York writers. I didn't worry much, but this keyed me up.

Natie Brown fooled me. He didn't come out open. He came out covered and it was hard to find a hole to shoot at. I got through a few times. He cut pretty easy and I worked on his eyes, but I couldn't put him away. He stayed the ten rounds.

Joe goes to work for "Uncle Mike"

AFTER the fight Mr. Roxborough and Mr. Black took me and Chap-
pie over to a big suite in the hotel in Detroit and there was a big party with music and liquor. I don't drink nor smoke any, and I didn't take anything that night, but I liked the party. Mr. Roxborough said the New York writers liked the way I worked. They said I was a good fighter. Then Mr. Jacobs and Mr. Black and Mr. Roxborough got papers fixed up for Mr. Jacobs to promote my fights in New York, with the Hearst papers to back me for the Milk Fund. I don't think any writer ever told where we signed that contract, but it was in the men's room in that suite at the party that night. We went in there because the writers were really whooping it up.

There has been a lot of talk about Mike Jacobs using me for a sucker, but that's all wrong. If it wasn't for Mike Jacobs I would never have got to be champion. He fixed it for me to get a crack at the title, and he never once asked me to do anything wrong or phony

CONTINUED ON PAGE 145

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Only watches made exclusively in America, by American precision craftsmen, can display this emblem. Look for it before you buy.

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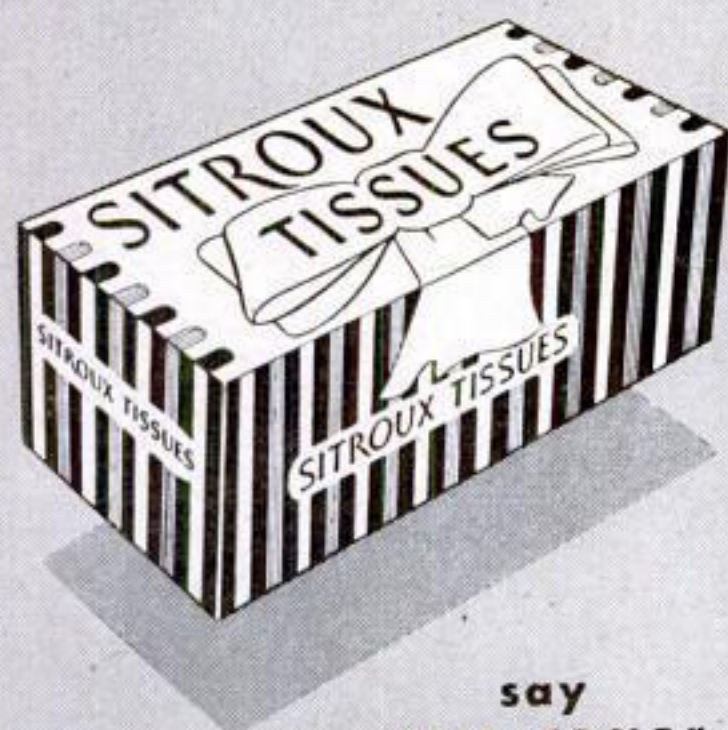
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gentle... strong
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JOE LOUIS CONTINUED

in the ring. When I was in the Army and out of cash he was always good for a loan. He never wanted interest. It was a friendly thing. I like "Uncle Mike." I knew he took a gamble on me. He made a lot of money through me, but he figured to lose, too. I don't forget things like that.

When we signed with Uncle Mike, Mr. Roxborough said we were really headed for the big money, and Chappie worked harder with me. He showed me what to do to open up a fighter who came in covered like Natie Brown. He said, "You got to use a can opener on fighters like Natie Brown." He figured an uppercut would be the can opener and it was. You get a few of those in, and you get the corner off. It worked good. The write-ups I got from the New York men put my name all over the U.S. then. I got into cartoon strips, like Joe Palooka. I got onto postcards and in the Sunday magazines. They went for that Brown Bomber name big. Mr. Roxborough bought me a Ford car.

The money got bigger. My end in the Natie Brown fight was over \$7,000. When I knocked out Roy Lazer in the third in Chicago on April 12 I got almost \$12,000. It never crossed my mind to be making that kind of money because by then I was a pro only ten months. Most fighters put in years before they get \$10,000 for one bout. Ten days after I beat Lazer I put Biff Bennett away in one round in Dayton, and three days after that I won from Roscoe Toles in Flint, in six rounds. On May 3 I dropped Willie Davis in Peoria in two rounds and four days after that I took Gene Stanton in Kalamazoo in three rounds. I felt fine. That was only one week before my 21st birthday. I bought a Buick for my birthday.

That Easter I had the house on McDougall Avenue all ready for my mother. I had it all fixed up for her in April. I kept making big money and I bought two more houses, one that my sisters, Emma-rell and Susie, live in; one out in Wayne, Michigan, that my step-brother, Pat Brooks, lives in. I pay the taxes on the houses.

New York: "It was all too big..."

PEOPLE think I felt the best the night I won the world's heavy-weight championship from Jim Braddock. I felt good when I got to be champ, but the biggest night was June 25 in 1935 when I beat Primo Carnera in Yankee Stadium, and the biggest days were the days before the Carnera fight.

I was a kid then. When I came into New York the people like to have swept me away. There were so many newsreel and newspaper cameras the lights got me blind. I had never seen so many writers before in one spot. I was never asked so many questions, not in all my life put together. Whatever happened to me before in other big cities happened 20 times bigger in New York. I never had so many write-ups and pictures before. The writers asked so many questions I couldn't answer only a small part. I couldn't talk all they wanted. Some said I was sulky. It wasn't that. It was all too big and too much for a kid. But that's the way it looked to them and that's the way they tagged me, and it stuck all through my fighting.

In New York I got to see Mayor LaGuardia down in City Hall and I gave him a letter from Mayor Kelly in Chicago. Then they took me to Mike Jacobs' office and I met with big shots in the fight business. I lived in Harlem a couple of days. I did a show in Harlem Opera House. I punched the bag and I made like I was training, and I came out on a stage with dancing girls. First time I got to do a show. I liked it pretty good, especially the girls.

I met Jack Dempsey in the Forrest Hotel near Times Square. We shook hands and we talked about fighters. When I was a kid in Catherine Street I didn't know about the old-time fighters like Joe Gans and Jack Johnson and Jim Jeffries, but I knew about Dempsey. That's why I was glad to meet him. I wanted to be a good puncher like him. I didn't even remember anything special about Gene Tunney. When I met him later I had no special feeling about him. He wasn't my ideal fighter because he wasn't a real puncher. Years later, when I was champ and was touring the Army camps, I come across Jim Jeffries in Camp Roberts. He was only a name to me but he's a nice guy. He's old and baldy now.

A lot of papers have said I had racketeers around me when I was coming up, and when I was champ. They said Mr. Roxborough and Julian Black was in on numbers and things like that, and that Chappie did time for cutting a man. Whatever they were or whatever they did before they got to handle me, it had nothing to do with how they treated me. They never asked me to throw a fight. They never tried to work anything shady. I figured this way: the fight game is a tough game. They knew their way around. They could protect me from racket guys because they knew the angles. Anyone who knows will say they never did anything but what was good for me. That makes sense, because what was good for me was

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I certainly am**



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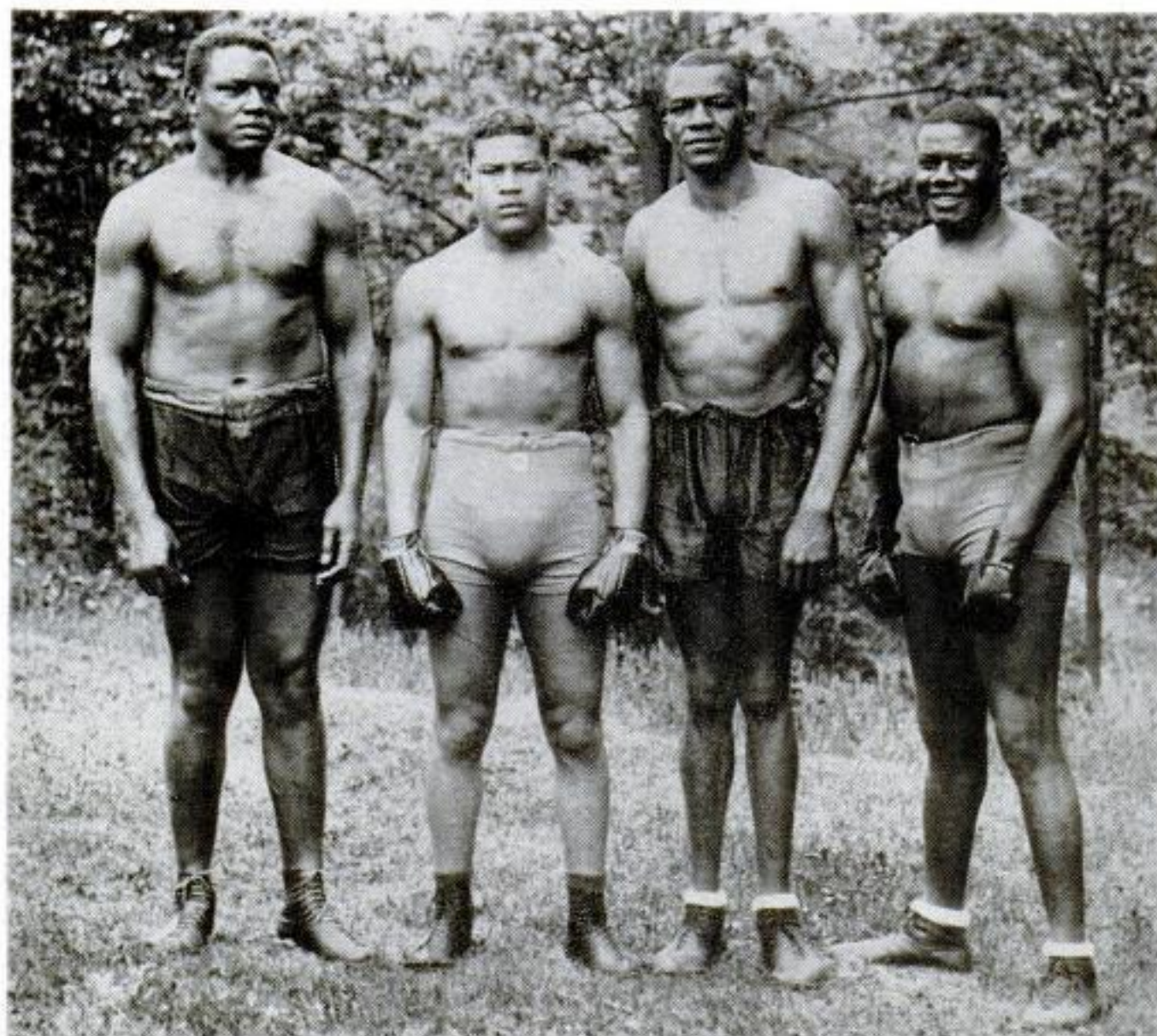


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TRAINING FOR CARNERA, Louis sparred with the biggest heavyweights his trainers could find. This trio averaged 6 feet 4 inches and 250 pounds.

JOE LOUIS CONTINUED

good for them. Another thing, I had people around I could turn to. Ted Jones who handles my books is a C.P.A. He was the first Negro ever got into the American Institute of Accountants. I got my lawyer Truman Gibson. He was a civilian aide to the Secretary of War. They have good reputations and they watch things for me. Up to now I have not made mistakes about who I had around me.

When Chappie Blackburn and our sparring partners went out to Pompton Lakes in New Jersey to get ready for the Carnera fight, the papers whooped it up, especially the Hearst papers. Big crowds came to our camp. I didn't know it then, because Mr. Roxborough didn't tell me, but New York gangsters tried to move in on us. They asked Mr. Roxborough for concessions on picking pockets and on dice games around the camp. Some training camps gave concessions like that. We hired our own cops and kept them out.

I heard later from Mr. Roxborough that before the Carnera fight a New York mob got him and Mr. Black in a drinking place in Harlem. They tried to cut in on me. They told Mr. Roxborough I was a Negro fighter with Negro managers and we wouldn't go nowhere in the fight game in New York without they got behind us. This was some of Owney Madden's mid-town mob. They had pieces of other big fighters and they wanted a piece of me, but Mr. Roxborough said "No." Another mob, all gamblers and jewel crooks, tried to buy part of me from my managers for \$50,000. I heard about that and I said to Mr. Roxborough, "Mr. Roxborough, you don't see no 'For Sale' sign on my back, do you?" and he said, "No, Joe. We're not selling any part of you." There were rumors in the papers that I was going to be kidnaped, and how the mobsters put a gun in my back and said, "We're taking you over." That never happened. None of that mob ever talked to me. Nor I don't know how it all got straightened out. I only heard that a big shot in the Purple Gang in Detroit got in touch with Mr. Roxborough and told him, "Don't you worry about the mob in New York. We've done things for them, and they've done things for us. We'll get them off you."

To beat Carnera he trained on giants

WHERE the mob did get in on my fights, I had nothing to do with it. It was on fight films. There was a law against taking fight films out of one state to show in another state. That law was passed because there was trouble when they showed the Johnson-Jeffries fight pictures in the South. But the New York mob had a setup where they would sell fight films for a flat price in other states. There was good money in it. I heard later that Big Frenchy De Mänge, who was supposed to be in the New York mob, bought the rights on all fight films. That ended when the old law was taken off and it was legal again to sell films in other states.

From 1941 on I had a legal interest in all my own fight pictures. We had it fixed with the Twentieth Century Sporting Club and Madison Square Garden to have RKO produce the films and distribute them. Then, before the first Walcott fight in 1947, Truman

CONTINUED ON PAGE 148

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JOE LOUIS CONTINUED

Gibson and Ted Jones worked things out so I was named producer of my own fight pictures, and that's the way it was with the two Walcott fight pictures. The reason for this was Mr. Gibson and Mr. Jones had put all my business into one corporation, the Joe Louis Enterprises, Inc. Before that I paid 80% taxes on everything I made.

The mobs never got one cent off me. I didn't even know they had tried to cut in on me, not when it was happening. I only heard about it later. My managers just let me go ahead with my training for Carnera. Chappie Blackburn hunted around for the biggest sparring partners he could find. He figured if I was going to take on a giant he would train me on giants. The fighters he brought in were Seal Harris and Ace Clark and Leonard Dixon. Each one was bigger and heavier than me. I worked harder for that fight than for any fight before, because they told me my first New York fight could make me or break me. I did a lot of roadwork but I had fun, too.

I like fun, but most people don't know it. I like people around me to make me laugh. When I train I like to fool around some. I like to give the foot to fellas doing road work with me. I come in off the road and pull the covers off the boys who are still in the hay when I get back. If that don't wake them I like to give them the water treatment. I get laughs out of things like that.

Come June 25 I was in good shape for Carnera. When I climbed in the ring and looked around I saw the most people I ever saw in one place at one time. There was more than 60,000. This was my first fight in New York and this was the night I remember the best in all my fighting. If you was ever a raggedy kid and you come to something like that night you'd know. I don't thrill to things like other people, I only feel good. I felt the best that night.

Chappie told me how to start. He said for me to work on Carnera's body until I had him weak there, with his guard down, before I try for his head. I got some hard ones in before the end of the first round, but mostly he just moved and feinted. Carnera tried to scare me with his weight. In the fourth round we come into a clinch and he tries some of that weight lifting on me. I got him first. I lifted him clear and swung him around. I see his jaw come open and a funny look on his face. No one ever lifted him before, like that. Before he got his jaw closed I hit him on the head and his eyes went glass. I got in more body punches in the next round. I hear his breath stick in his throat. He tried to cover his body. In the sixth I got the nod from Chappie. I went after Carnera's head. I got him on the jaw again and he went down. He came up slow and wobbly and I got him with a left hook and a right cross to the head, and he went down again. He tried to pull himself up by the ring ropes but I could see by the way his mouth worked he wasn't coming up again. When they count my end that night it was \$60,000. Mr. Roxborough told me that was the biggest money ever made by a fighter who was pro less than a year.

I got a rest for a couple of weeks. Then I went to Chicago to fight King Levinsky in Comiskey Park, Aug. 7. I didn't use more than ten punches to put him out in one round. I come out of that fight with better than \$53,000.

They matched me up, after that, to fight Max Baer in Yankee Stadium on Sept. 24. I went back to Pompton Lakes and Baer went to Speculator in New York. Mr. Roxborough said he was counting on the Baer fight for my biggest build-up because Baer only lost the heavyweight title a few months before to Jimmy Braddock.

Another ex-champion down

WHEN Baer came in the ring he looked in good shape. I felt him out with my left and a jab got his nose bleeding. He had a hard punch, but I don't know what happened to him that night. I don't call no names, but he didn't put up the fight I thought he would. He threw wild punches. He left himself wide open. When I come in from the first round Chappie said, "You got him. Just keep up like you're doing. He won't last." Chappie was right. Baer started backing up and kept backing up, but I got to his head and his body. In the fourth he come out weak, with no fight. I got him with a hard left and a hard right. He went down and he stayed down. He was the second ex-champ I knocked out.

When I trained for the Ramage fight in Trafton's gym on Randolph Street in Chicago, Gerard Hughes—he's a friend—come by with Marva Trotter. She watched me work. She was a stenographer in Chicago. She'd been through high school and some college, but we got along good. I didn't do much talking, but I could make her laugh, and I like people who laugh easy. I took her to a banquet in the Grand Hotel and we danced good together. She said I had good rhythm. I told her about my fighting and asked her could she come out to my mother's new house in Detroit, for a visit. I fixed

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CONTINUED ON PAGE 151



THE TRUMPETER LABEL... A SMALL THING TO LOOK FOR
... A BIG THING TO FIND

how to buy a coat...

Here's a simple formula that applies to a coat as well as a suit: Go to a reliable store, and ask for a brand you can trust. Get a coat that feels right... looks right... gives you a sense of confidence that goes with being well-dressed. Quality clothing means the good old-fashioned workmanship of fine craftsmen... painstaking care with fabric, needle and shears... fit and comfort built right in.

And if you want a bonus of style and good taste at no extra price—then it's Hart Schaffner & Marx.

HART SCHAFFNER & MARX



HONEYMOON AT SEA ISLAND, GA. Sand, sea, and southern clime, and the lush beauty of semitropical flowers make this a fascinating spot. Painted by Andre Girard for the De Beers Collection.

How fair has been each precious moment of their plans come true... their silent meeting at the altar steps, their first waltz at the gay reception, and now, these wondrous days together in a world that seems their very own. Each memory in turn is treasured in the lovely, lighted depths of her engagement diamond, to be an endless source of happy inspiration. For such a radiant role, her diamond need not be costly or of many carats, but it must be chosen with care. Color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser.



a Diamond
is forever

The prices above for unmounted quality stones were averaged from a great many stores in May, 1948. Add Federal tax.

De Beers Consolidated Mines, Ltd.



JOE AND MARVA relax in their Harlem apartment. Marva says he didn't talk much during courtship, but "he could be romantic in a quiet sort of way."

JOE LOUIS CONTINUED

it so she could live at Mr. Roxborough's. My mother and my sister Vunies took to her right off.

We talked about getting married. I told her Mr. Roxborough and Mr. Black and the writers said I would get to be something big in fighting. I said if she married me, I would get her everything—cars, houses and clothes. She talked it over with her mother—she was in a family of 10 children—and her mother said it would be all right, but her mother died before we were married. Her brother, the Rev. Walter Trotter, was the preacher at our wedding. It was a few hours before I went out to fight Max Baer. We were staying at 381 Edgecomb Avenue in Harlem then. The halls were filled with reporters and cameramen, and lots of neighbors. I couldn't come through the crowd to Lucille Armstead's apartment, where Marva was, so I came down by the fire escape from the fifth floor. We had the wedding in Lucille's place. Marva saw me beat Baer that night. We had a little party, nothing special.

We went back to Chicago after I beat Baer. Ten thousand people stood in the street around the house. They cheered and hollered until Marva and me came out on the porch. I didn't like that, but we had to show. I threw my hat down to the crowd and there was a fight for it, for a good-luck souvenir. Marva and me had to stay pretty close to the house. When we went out we drew crowds.

Marva and me didn't have much honeymoon, not until we went to Europe in 1948. We had just a few days together, then I went to New York to train for the Paolino Uzcudun fight, December 13. Chappie worked me pretty hard for that one. This Uzcudun was a croucher, hard to hit. I opened him with left jabs. In the fourth I hit him with a right. Writers said that was the hardest I ever hit a man. It busted Uzcudun's face right open. I was glad the referee stopped the fight. Max Schmeling told sportswriters he had noticed something that night. He didn't say what, but he meant I dropped my left when I threw a hard right. He used that tip-off against me in our first fight. I'll come around to telling about that fight, but it's one of the things I like most to forget.

Next Week:

MY LIFE AS CHAMPION

In the second part of his story Joe Louis tells about his two fights with Schmeling . . . a talk with Roosevelt . . . how he won the championship . . . domestic troubles . . . life in the army . . . the Walcott fights . . . why he announced his retirement.

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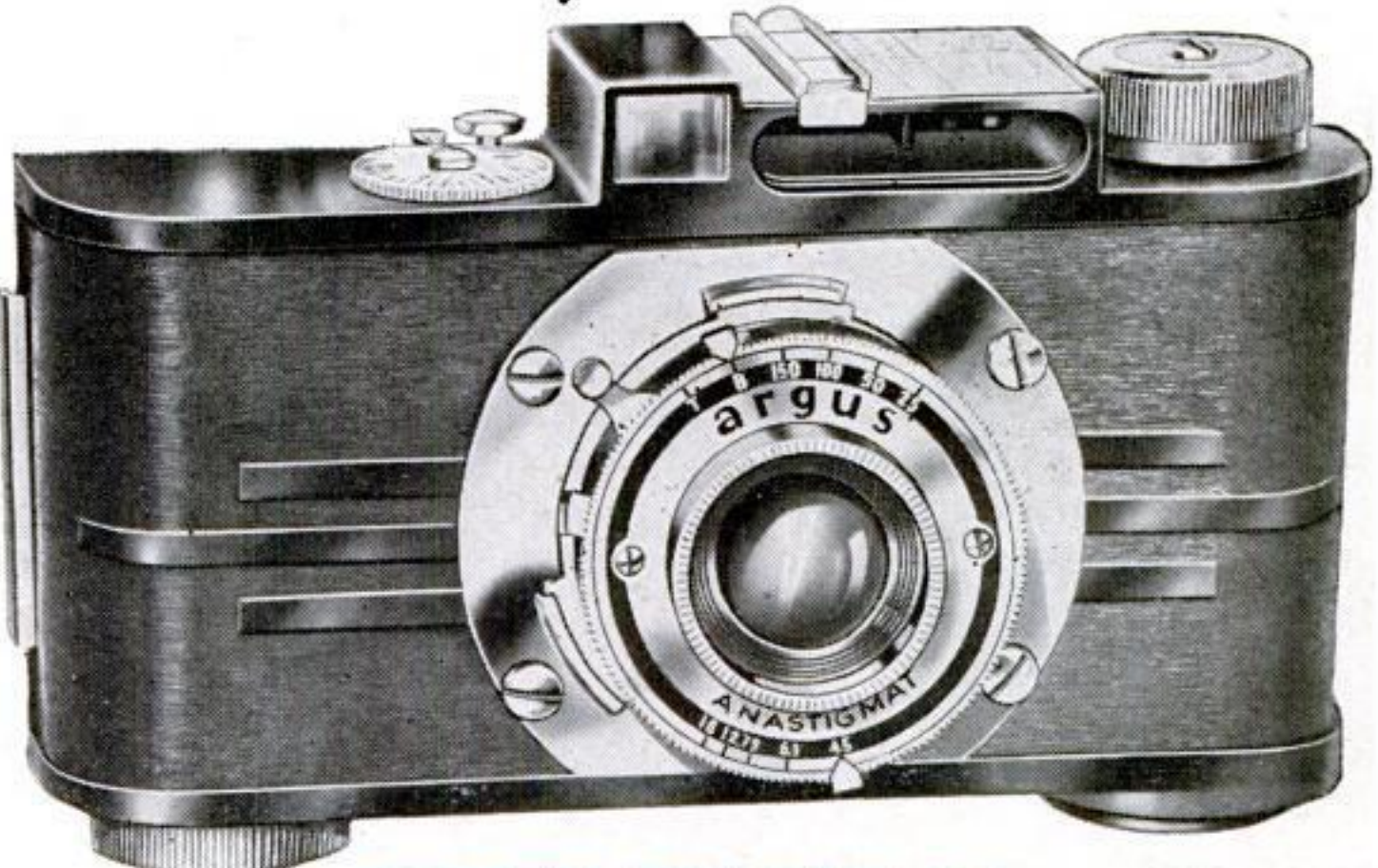
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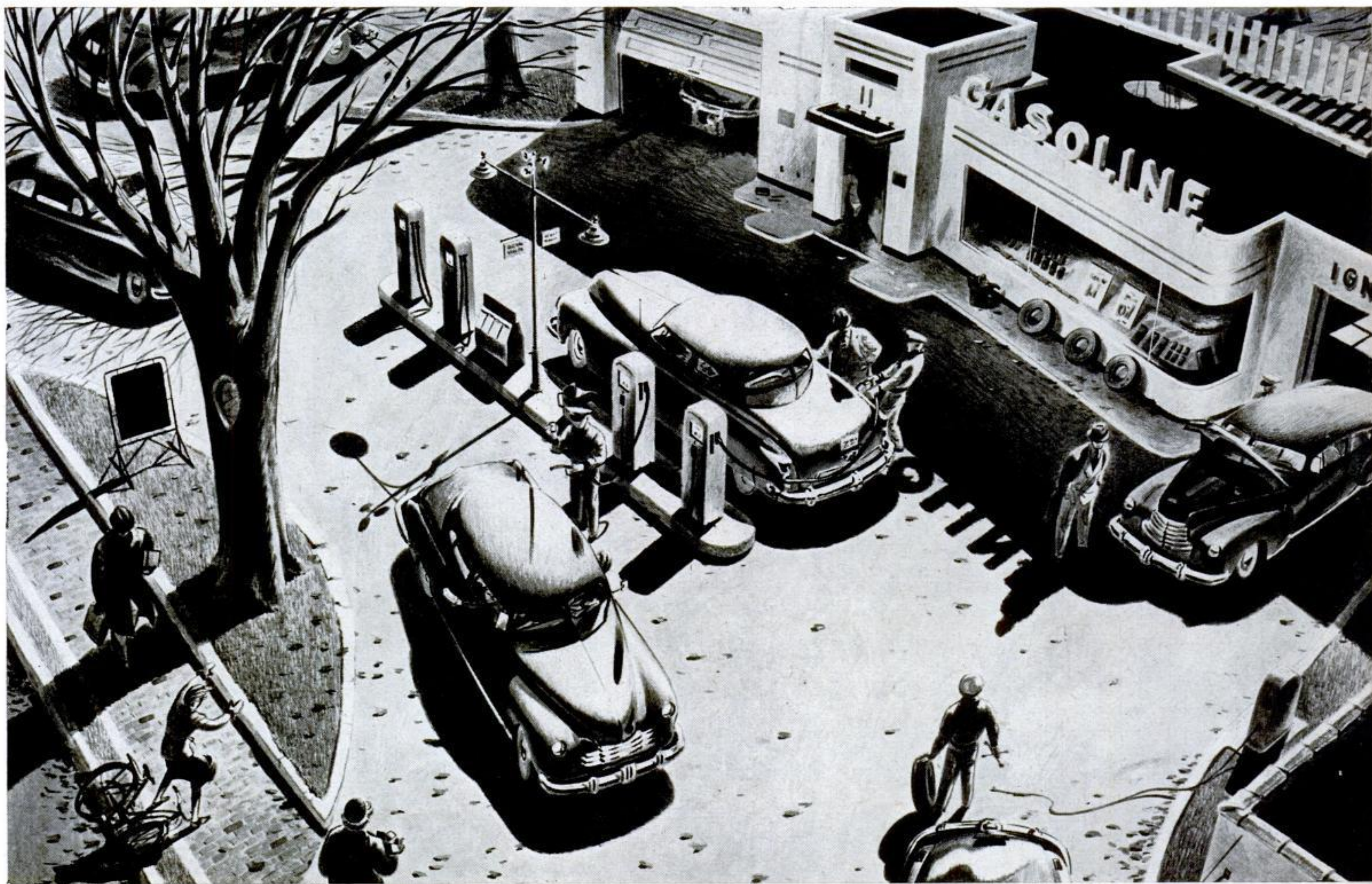
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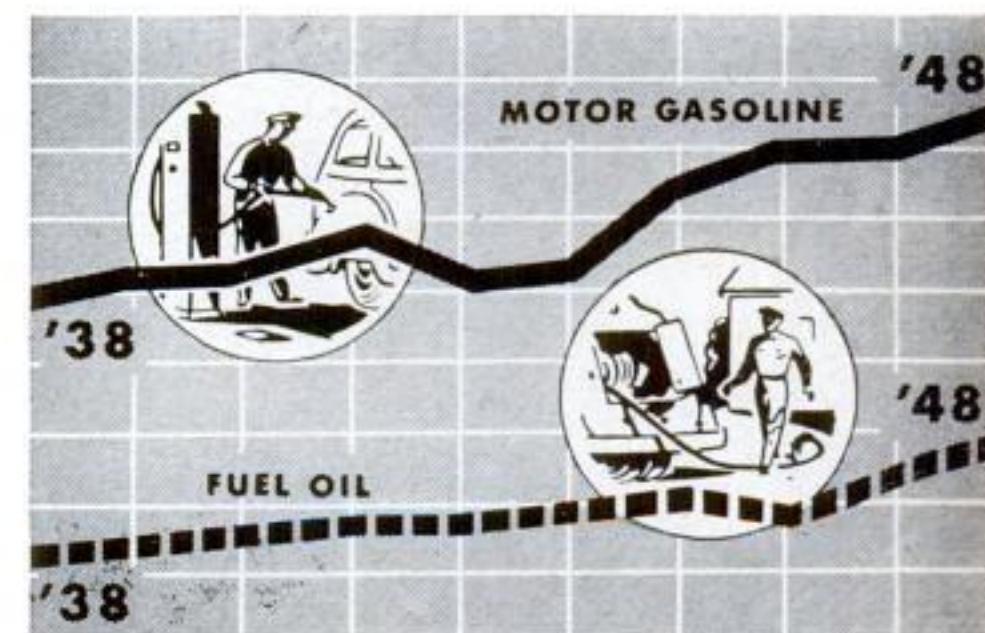
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Yes, demand for oil is great. Meeting it, 34,000 individual oil companies, competing with rivals, have shattered every record. Every day, they're

supplying nearly 250 million gallons of petroleum products for hundreds of different uses including medicines, paints, cosmetics, insecticides.

And this greatest supply of oil products... *more oil* than America needed in a global war—will be increased still further! For firms engaged in production, refining, transportation and distribution are determined to supply even *larger* amounts of petroleum in the future. To help them carry out this tremendous job, new equipment is constantly being added in every field of the industry.



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NEW TANKERS now under construction are largest, fastest oil carriers we've ever had. They will help deliver even *more* oil products to you.



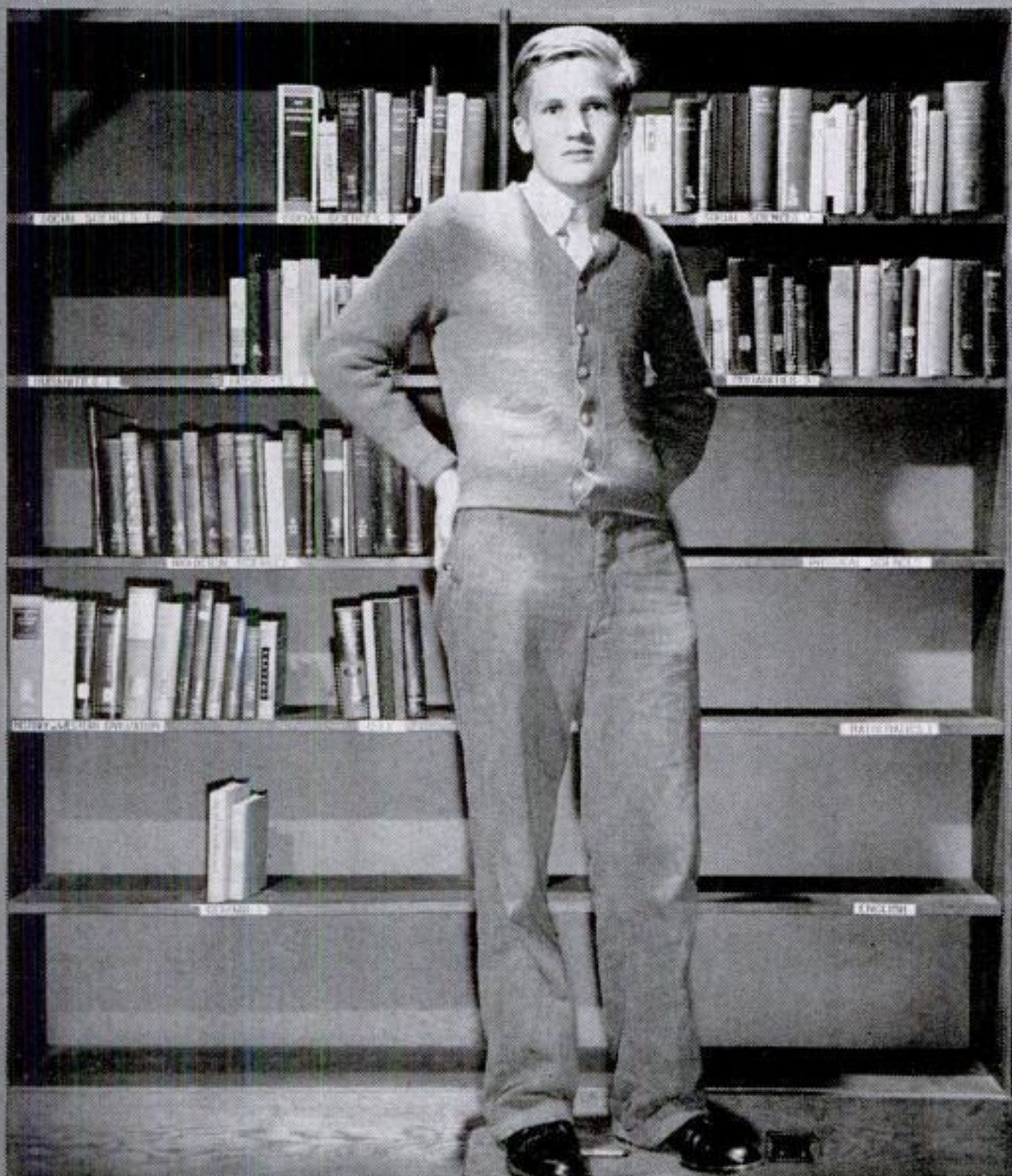
CONSTRUCTION of storage tanks, improved refining equipment is being rushed. \$4 billion has been spent in last 2 years in expansion programs.



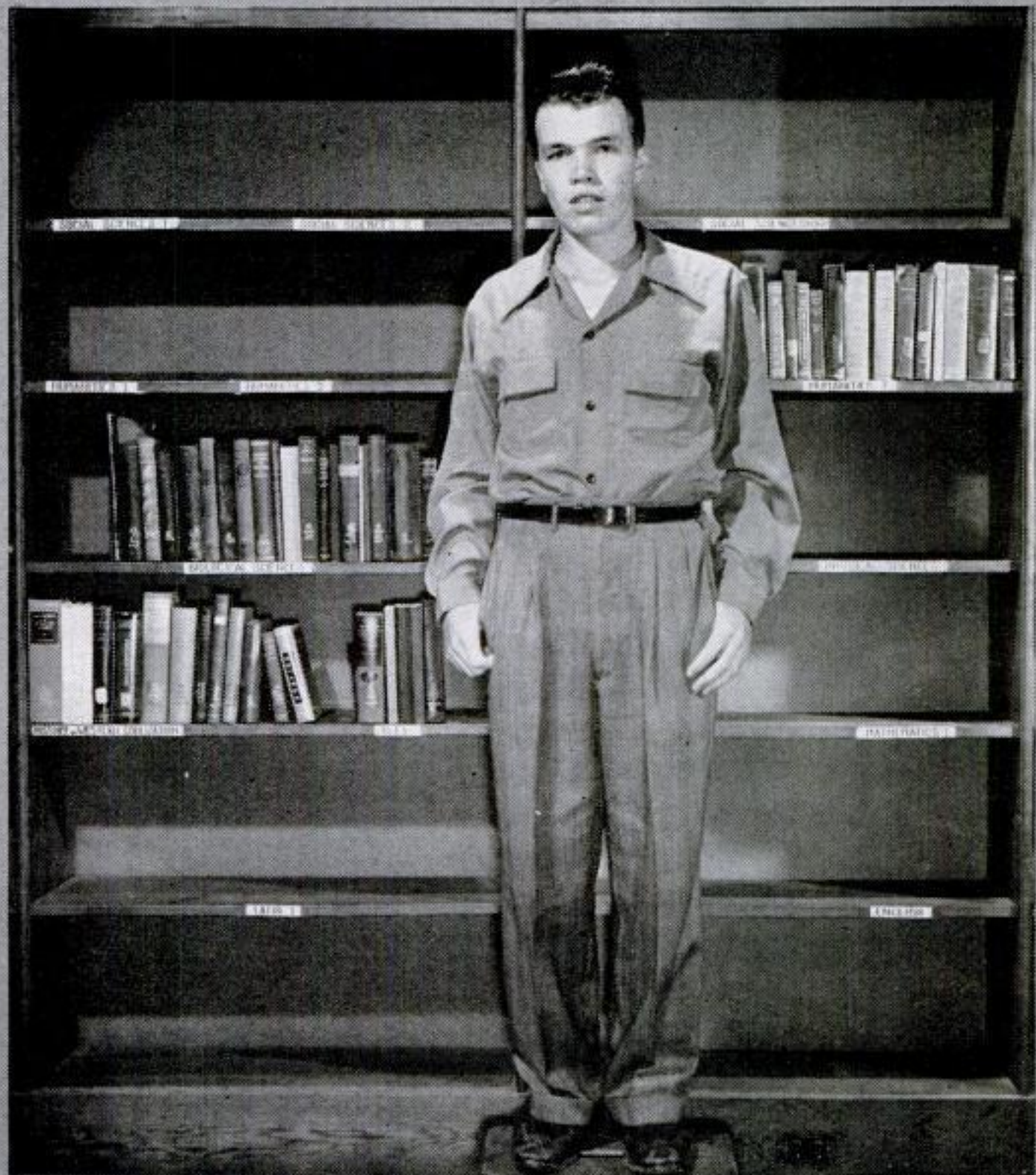
FOUR YEARS



THREE YEARS



TWO YEARS



ONE YEAR

FIRST-YEAR STUDENTS JEAN JOHNSON (TOP LEFT), CONNIE ALLEN (TOP RIGHT), ARLON TUSSING AND DALE AUKERMAN WILL GRADUATE IN ONE TO FOUR YEARS

SPEEDY STUDENTS

Chicago gives them special tests so they can skip what they know

These four young first-year students at the University of Chicago (above) have their entire college curriculum indicated by the books stacked on shelves behind them. To graduate, the girl at left will have to take 14 subjects. The next girl (right) will have to take 12, skipping the courses indicated by empty shelves. One of the boys (bottom left) has only two years' work to do and the other, like 16 members of his class, should finish his entire college curriculum in one year and graduate in 1949.

The amount of work in each student's bookcase is determined by a remarkable series of placement tests. Chicago, which admits many students after two or three years of high school, believes that all students should advance as rapidly as their capabilities permit. It gives each new boy and girl examinations (next page) in 14 general subjects, which must be passed for graduation. The student is then excused from taking any subject which he passes and can spend his time wherever he needs it most.

Never neglect a blister

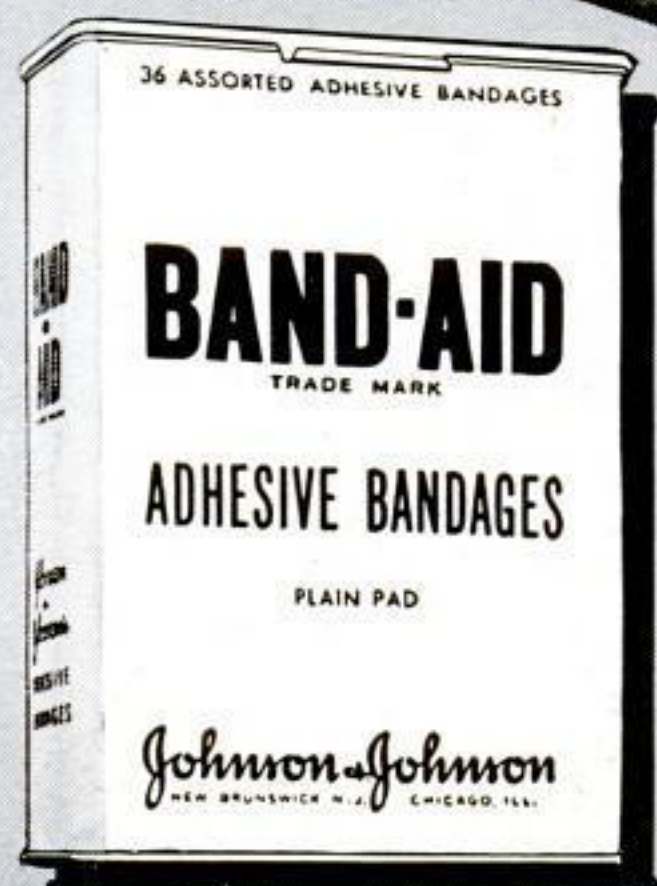
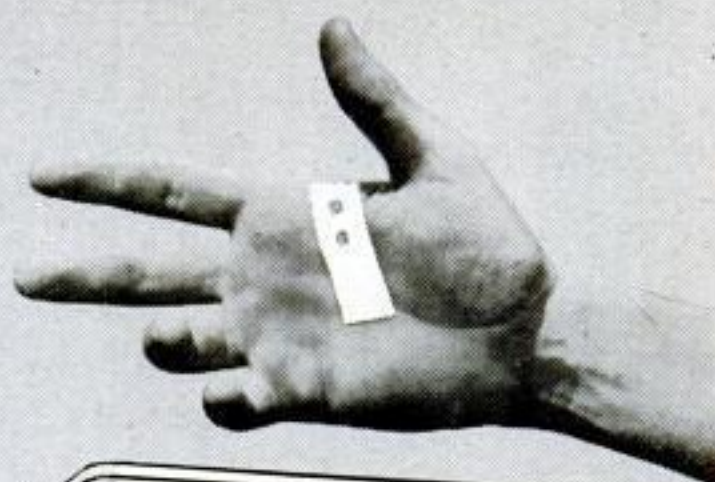


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Speedy Students CONTINUED



GROUPED BY YEARS which they will probably spend in college are members of this fall's entering class who came to the university before finishing high school. Of class of 1,000, 190 had only two years of high school and 59 had three.

TESTS ARE VARIED AND TOUGH

Instead of serving as memory tests or measures of specific knowledge, Chicago's placement exams try to determine the student's ability to think and analyze problems. Altogether there are 10 tests. The 1,500 questions take 22 hours. Below are samples of the tests' easier questions:

1. A gunner in New York wishes to hit a target 5 miles directly south of him on a windless day. He should aim:
 - a. Slightly to the east of the target.
 - b. Directly north.
 - c. Slightly to the west of the target.
2. At new moon, what is the appearance (phase) of the earth as seen from the moon?
 - a. The earth is at third quarter.
 - b. The earth is at half.
 - c. The earth is at first quarter.
 - d. The earth is full.
 - e. The earth is new (i.e., dark).

Assume that the following three statements are true. You are to decide whether the conclusion follows logically; that is, *must* be true if the statements are true. It is not necessary to know what a K-number is in order to answer these questions.

3. STATEMENT: If X is a K-number, then 2X is a K-number. X is a K-number.

CONCLUSION: 2X is a K-number.

4. STATEMENT: If X is a K-number, then 2X is a K-number. 2X is a K-number.

CONCLUSION: X is a K-number.

5. STATEMENT: If $X + \frac{1}{2}$ is a K-number, then $X - \frac{1}{2}$ is a K-number and X is *not* a K-number.

CONCLUSION: $X + \frac{1}{2}$ is a K-number.

6. The length of a rectangular lot exceeds its breadth by 20 yards. If each dimension is increased by 20 yards, the area of the lot will be doubled. The *sum* of the lengths of the four sides of the original lot is:

- a. 100 yards; b. 200 yards; c. 300 yards; d. 400 yards; e. none of the foregoing.

7. Which one of the following was an idea which had considerable influence on American foreign policy between 1920 and 1930?

- a. The best contribution the United States can make toward world peace is to bring about the reduction of armaments.
- b. The United States will obtain great benefits in the long run by supporting a system of collective security.
- c. A system of defensive and offensive alliance with foreign powers is the best guarantee of world peace.

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CONTINUED ON PAGE 157

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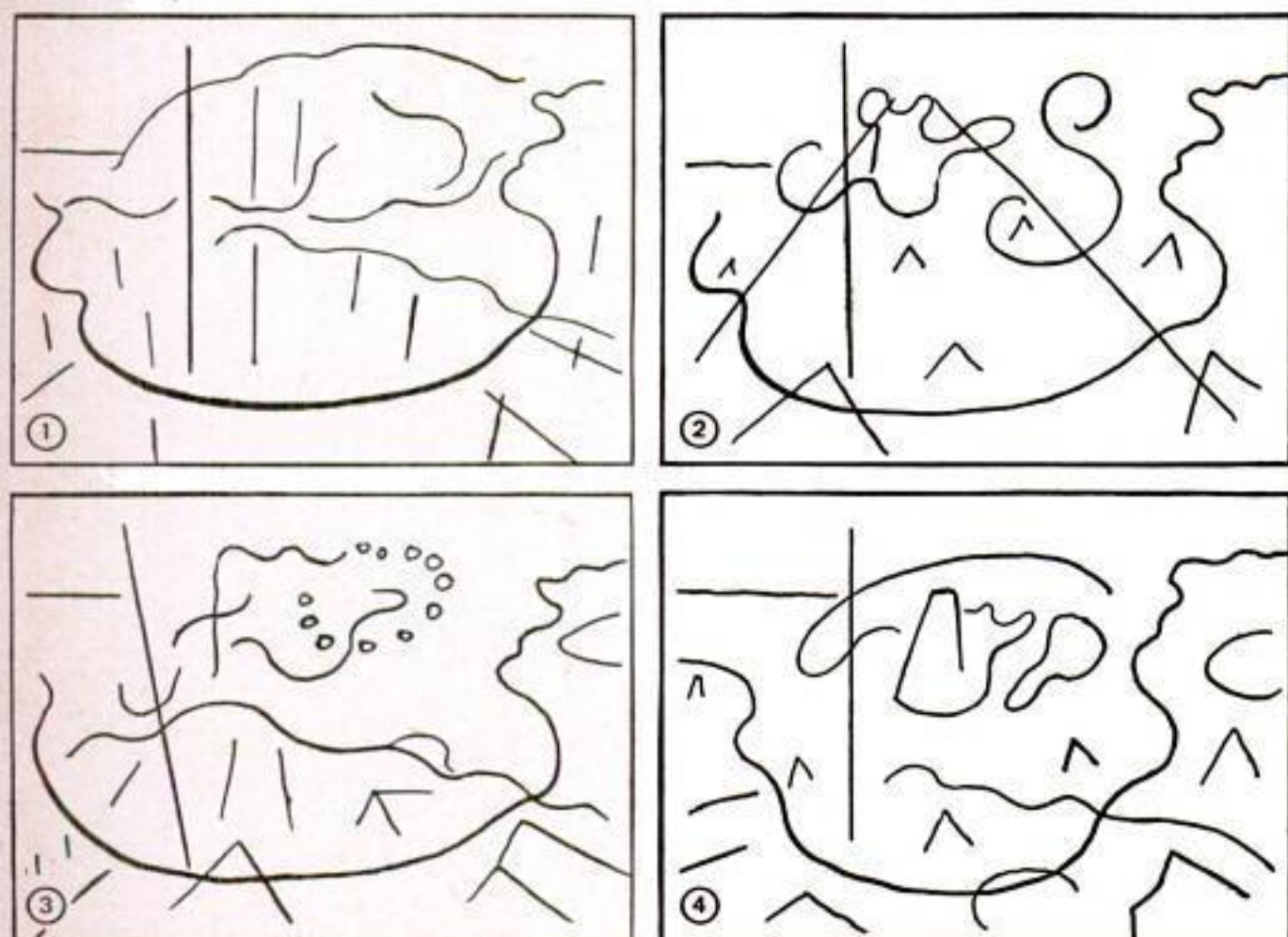
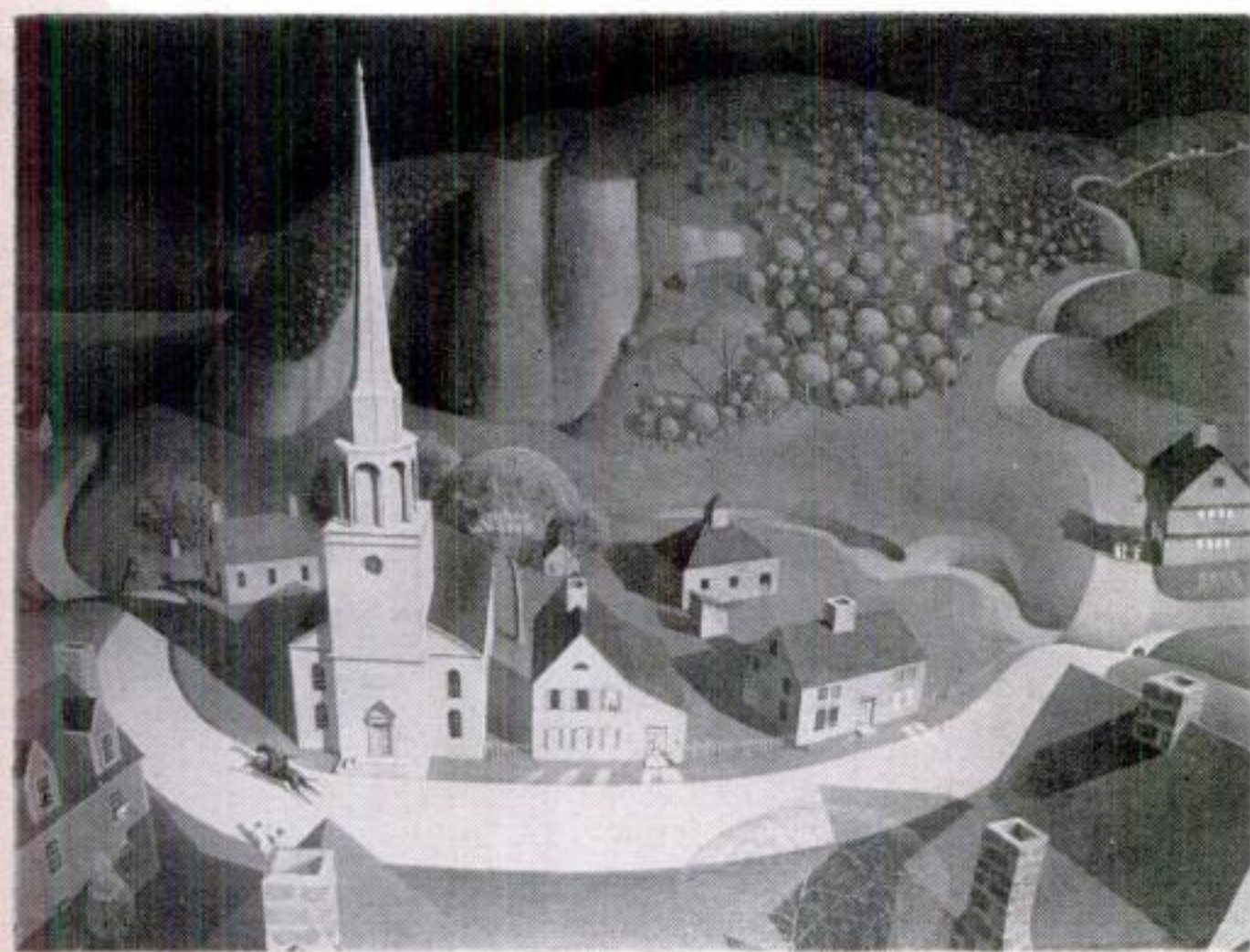
National Distillers Products Corporation, New York, N.Y.

Speedy Students CONTINUED

- d. The activities of Latin American countries are no longer the concern of the United States.
8. The supreme court:
- Always follows its own precedents, except where these have been established by partisan majorities.
 - Pays no attention to its own precedents.
 - Overrules its previous decisions only after careful consideration and when they seem unsound.
 - Generally disregards the judgment of Congress.
9. Traditionally, decisions about the tariff have been made by:
- Following the advice of leading economists.
 - Bargaining between individuals and sections who trade votes for their respective interests.
 - Subordinating local interests to the needs of national welfare.
 - The Republicans, since the Democratic party favors free trade.

TRUE OR FALSE:

10. The familiar story of a father shooting an apple from his son's head appears in a play by Schiller.
11. Dumas and Proust, both Frenchmen, lived in different centuries but are alike in that both are known for their swashbuckling romances.
12. Shakespeare's sonnets contain four quatrains and a couplet.
13. The prologue to Bunyan's *Pilgrim's Progress* describes in detail a company of pilgrims about to set out on a journey to a famous religious shrine.

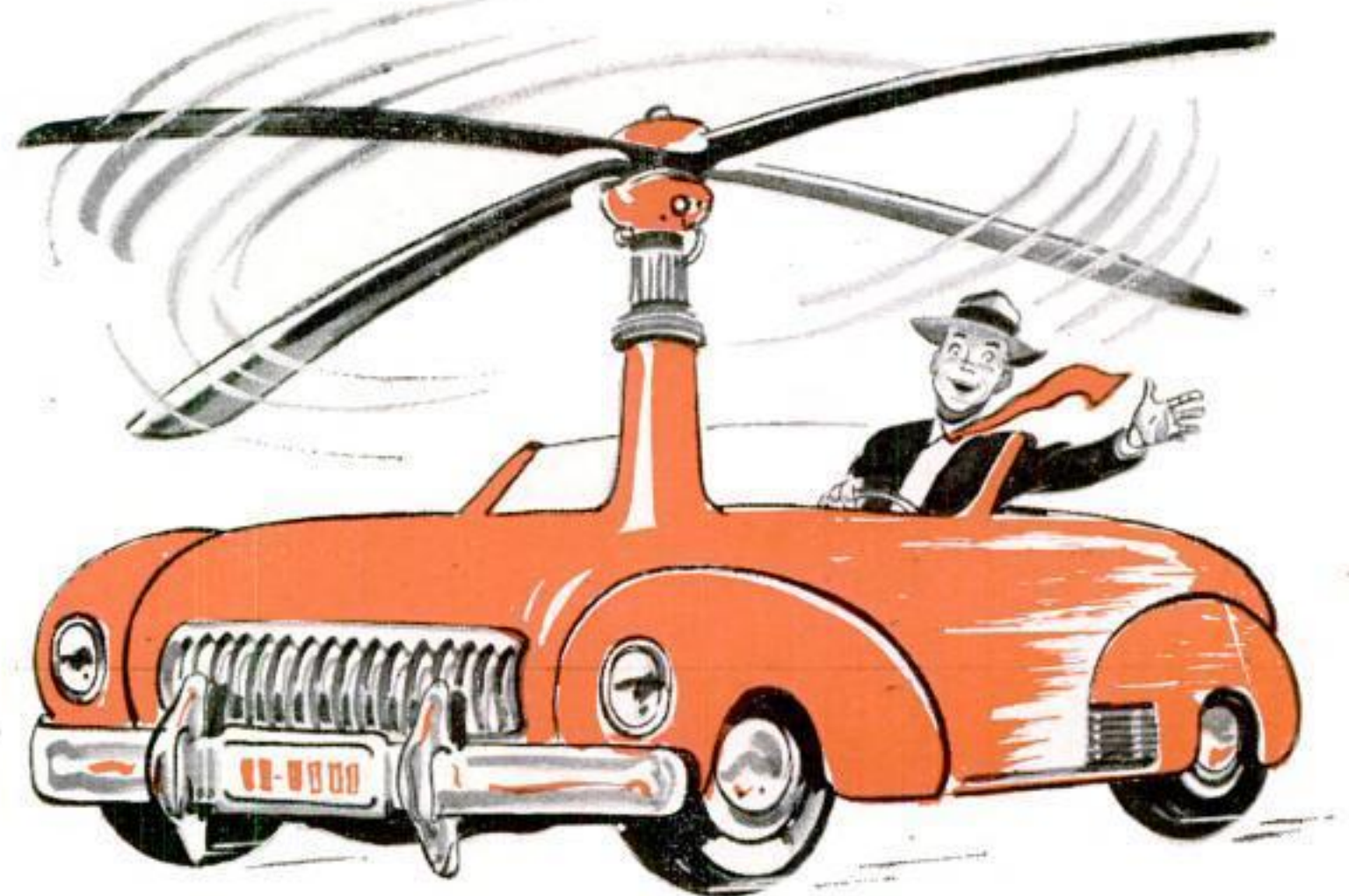


14. Above is a painting together with four diagrams. The diagram which most closely resembles the composition of the picture is:
- Diagram 1; b. diagram 2; c. diagram 3; d. diagram 4.
15. The line indicating the church steeple is most nearly parallel to the side of the diagram in:
- Diagram 1; b. diagram 2; c. diagram 3; d. diagram 4.

ANSWERS: 1-a, 2-d, 3-true, 4-false, 5-false, 6-b, 7-a, 8-c, 9-b, 10-true, 11-false, 12-true, 13-false, 14-a, 15-d.



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PARTY REACHES THE SHRINE AT 8 A.M. WITH BRIDE IN WESTERN DRESS AND BOBBY SOCKS



IKEGAMIS' INFORMAL WEDDING PORTRAIT

Life Goes to a Japanese Wedding

A shrine's complete service includes hot baths

The two happy people shown here are a Japanese ex-army sergeant, Masanosuke Ikegami, 29, and Miss Haruko Korosawa, 21. They are indulging in the ancient Japanese custom of getting married in the fall—which is Japan's "wedding season" because folklore says the eight million gods of Shinto always spend October planning matches for the entire land. The tradition has seen some change because of postwar living costs and General MacArthur's reduction of Shinto from state religion to ordinary faith. For example, young people democratically tend to fall in love and marry without waiting for godly collaboration. And Shinto temples find severe competition from department stores selling cut-rate weddings—two-hour nuptials instead of six to eight—at half the price. Aggressive advertising has helped the temples, but while their wedding business was gaining 10%, the department stores gained 40% during the past year. Yet Shinto urges are deep-rooted, and a shrine wedding is still greatly to be desired in Japan.

The ceremony here is an autumn wedding at Tokyo's fashionable Nogi Shrine. Masanosuke and Haruko worked in the same office, but in planning marriage they followed ancient form, "meeting" through a matchmaker. From the moment they entered the *torii*, or sacred gate (left), they were in the hands of Shinto priests. After 6½ hours, bride and groom left by train for a Yumoto hot-spring honeymoon (p. 160).



WHITE PASTE is thickly smeared on face, neck and shoulders as first colorful step in dressing of a Shinto bride.



THREE-POUND WIG goes on over hair flattened to Haruko's head as second step in three hours of make-up.



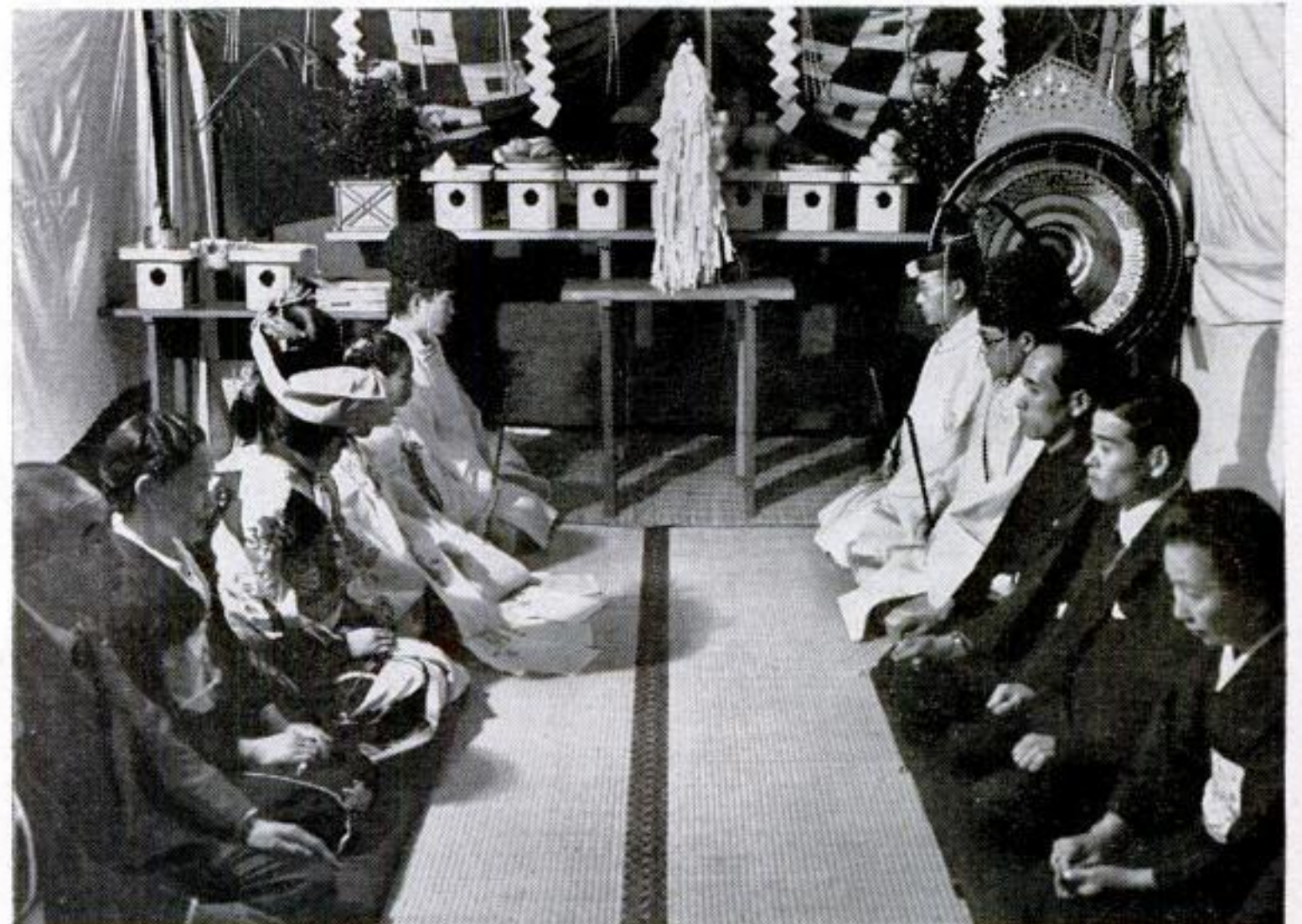
KIMONO AND OBI (sash) are fitted, transformation is complete. Headgear hides bride's "horns of jealousy."



BRIDE AND GROOM SQUAT WITH BOWED HEADS BEFORE ALTAR WHILE PRIEST IN FLOWING WHITE ROBES WAVES PAPER STREAMERS TO PURIFY THEM FOR WEDDING VOWS

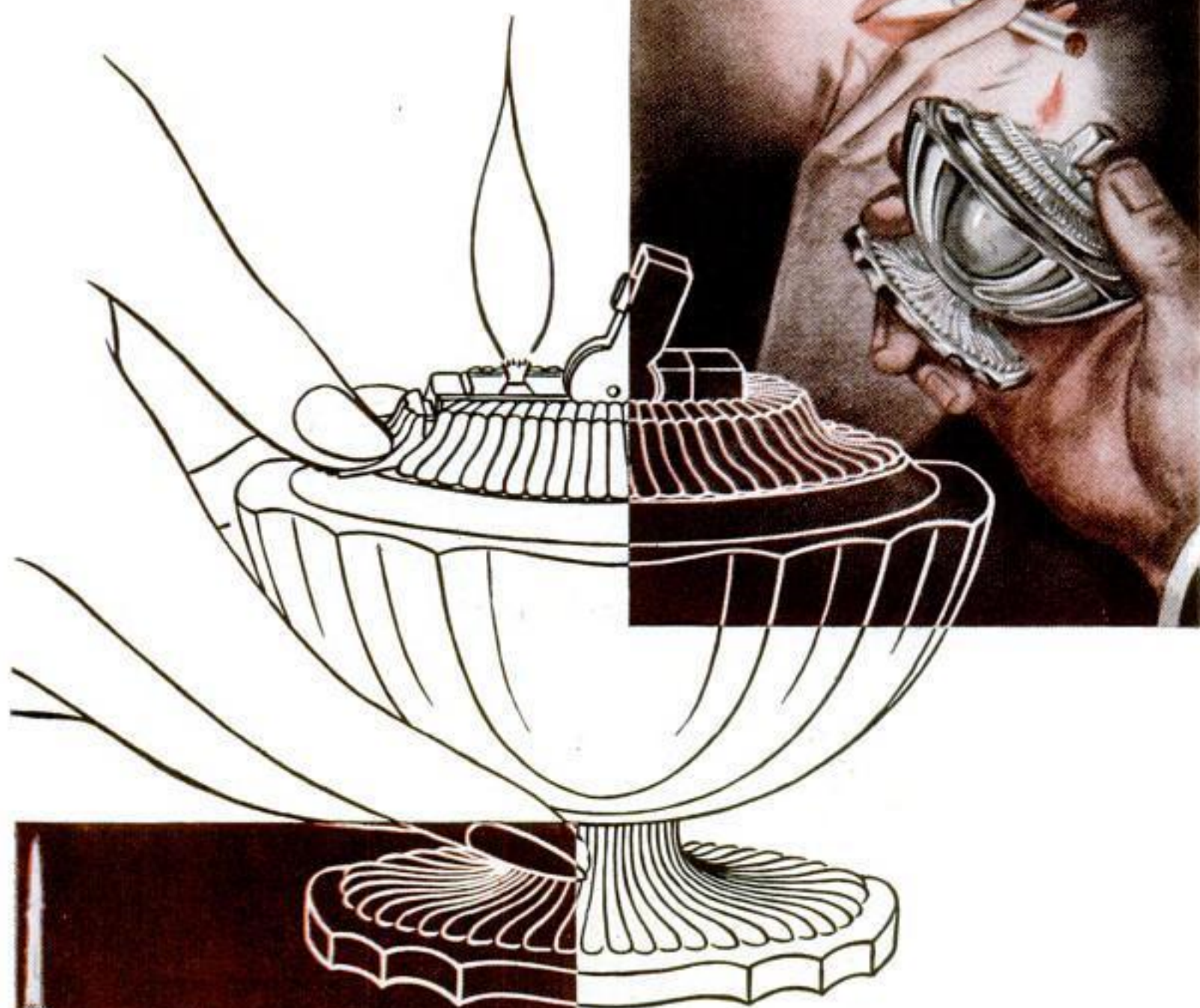


FINAL PURIFICATION before ceremony comes when the groom, dressed in formal kimono, scrubs hands in shrine basin. His bride stands by, next to a rack of paper towels.



ACTUAL CEREMONY finally begins with the bride sitting on floor at left, opposite the groom. Paper streamers (center) are intended to purify hearts of everyone present.

*Light touch
for
Bright Occasions*



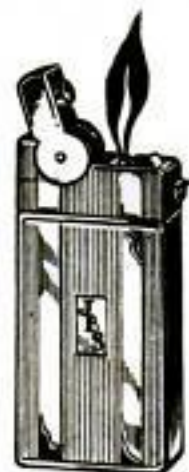
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A sophisticated touch for any table, the new A.S.R table lighter becomes a friendly gesture when lit! A flip and it flames—and you can pass the light without passing your thumb.

In rich-looking Platinum-group Rhodium finish. Resists tarnish, *can* be engraved! \$12.50—No Federal Tax!

Pocket lighter in Platinum-group Rhodium finish.
\$7.50—No Federal Tax.

Others in dramatic Enamels, high-style Leathers and Gold finish. \$9 and \$10. Sterling Silver \$22.50 plus Fed. Tax. 14-carat Gold, styled by Cartier, \$200 plus Fed. Tax.



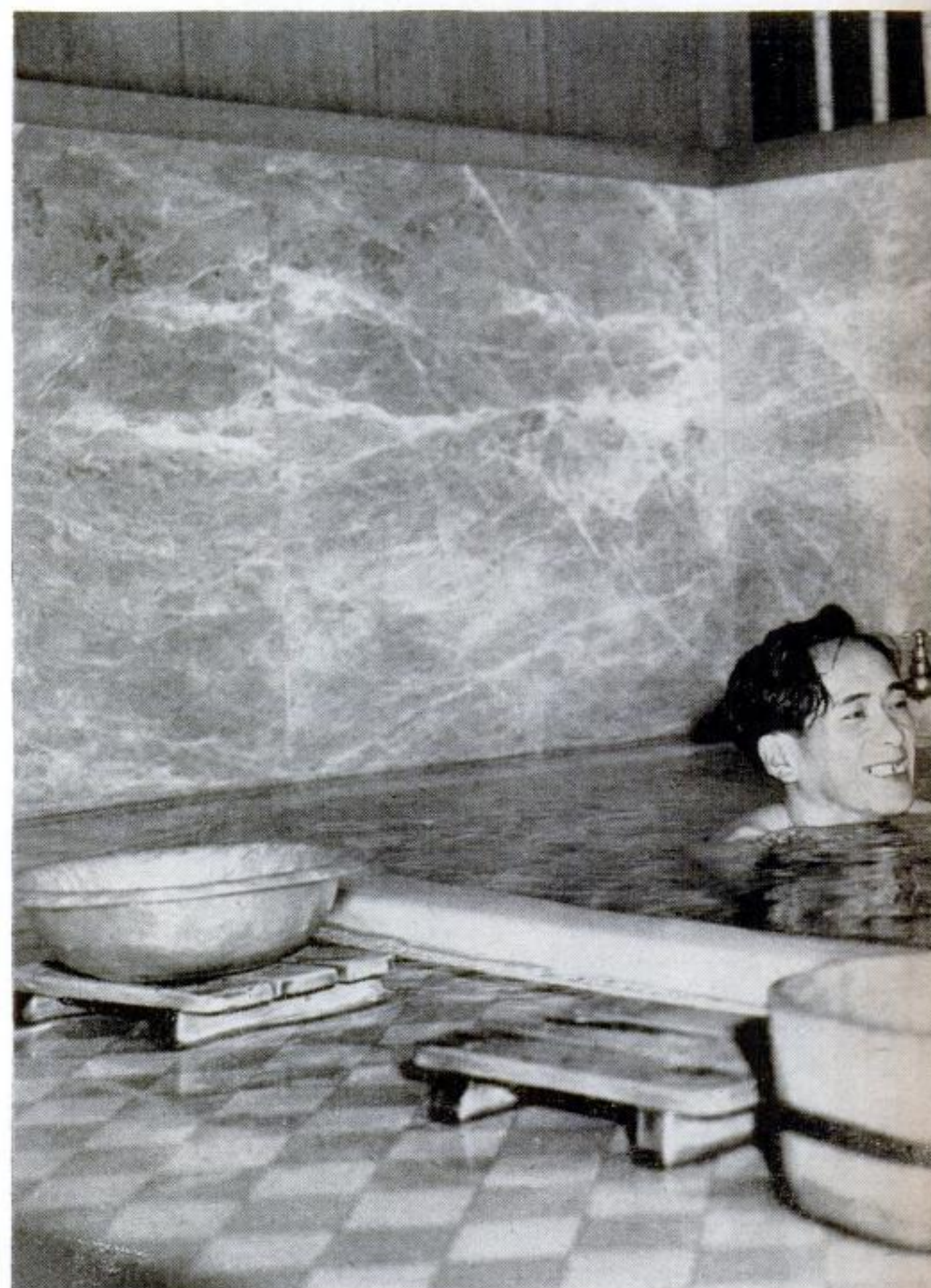
At your favorite jeweler or department store. Precision-made and fully guaranteed by the makers of Gem Razors—American Safety Razor Corp., Brooklyn 1, N. Y.

The lighter that lights

Japanese Wedding CONTINUED



WEDDING PICTURES (20 prints) are only part of Nogi Shrine's complete marriage service. All wedding costs, including costume rental, luncheon for 15



HONEYMOON BATH is enjoyed by newlyweds at Fukuzumi Inn, which is famous for hot sulphur springs. Contrary to Western belief, men and women do



and two-day honeymoon, are covered in package price—which was 11,760 yen last November but reached an inflationary 23,000 yen (\$85) by this November.



not customarily bathe together now in Japan's public bathhouses, but at hot-spring resorts mixed bathing is still permitted. The Ikegamis also took hikes.

Jayson Whitehall

THE SHIRT THAT GIVES MOST FOR THE MONEY!



Made of IMPORTED EGYPTIAN COTTON—worth twice as much as cotton used in even higher priced shirts!

60% STRONGER

Egyptian Cotton's longer fibre makes Whitehall 60% stronger by test* than shirts at higher prices. WEARS MUCH LONGER.

GREATER PERMANENT LUSTRE

Sparkles more brightly even after a year's laundering. Lustre can't wash out. Smoother, richer, luxury look and feel thru-out its longer life.

DEMAND WHITEHALL...

THE LUXURY SHIRT AT THE ECONOMY PRICE—In Broadcloth or Oxford—all popular collar styles.

ONLY \$3.95



*U. S. Testing Co., Inc., Tensile Strength Test No. 80856 and Hatch Textile Research, Tensile Strength Test. Fabric shrinkage less than 1% by Government Standard Test.



WHITEHALL SYMBOL OF GREATER VALUE IN ALL JAYSON PRODUCTS

F. JACOBSON & SONS, INC., 1115 BROADWAY, NEW YORK 10
SHIRTS • SPORTWEAR • PAJAMAS • MAKERS OF **Excello Shirts**

Sure, America's going ahead...

if we all pull together!

Let's compare *yesterday* with *today* ... that will give us an idea of what tomorrow can be!

Machine Power: Since 1910 we have increased our supply of machine power $4\frac{1}{2}$ times.

Production: Since 1910 we have more than doubled the output each of us produces for every hour we work.

Income: Since 1910 we have increased our annual income from less than \$2400 per household to about \$4000 (in dollars of the same purchasing power).

Work Hours: Yet, since 1910 we have cut 18 hours from our average workweek—equivalent to two present average workdays.

HOW have we achieved all this? Through the American kind of teamwork! And what is *teamwork*?

American teamwork is management that pays reasonable wages and takes fair profits—that provides the best machines, tools, materials and working conditions it possibly can—that seeks new methods, new markets, new ideas; that bargains freely and fairly with its employees.

Our teamwork is labor that produces as efficiently and as much as it can—that realizes its standard of living ultimately depends upon how much America produces—that expects better wages as it helps increase that production.

Teamwork is simply working together to turn out more goods in fewer man-hours—making things at lower costs and paying higher wages to the people who make them and selling them at lower prices to the people who use them.

What we've already accomplished is just a foretaste of what we *can* do. It's just a start toward a goal we are all striving to reach: better housing, clothing, food, health, education, with ever greater opportunities for individual development. Sure, our American System has its faults. We all know that. We still have sharp ups and downs in prices and jobs. We'll have to change that—and *we will!*

It will continue to take *teamwork*, but if we work together, there's no limit on what we can all *share together* of even greater things.

What we have already accomplished is just a foretaste of what we *can* do—if we continue to *work together!*



Approved for the PUBLIC POLICY COMMITTEE of the Advertising Council by:

EVANS CLARK, Executive Director,
Twentieth Century Fund

PAUL G. HOFFMAN, Formerly President,
Studebaker Corporation

BORIS SHISHKIN, Economist,
American Federation of Labor

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WANT TO HELP? MAIL THIS!

PUBLIC POLICY COMMITTEE
THE ADVERTISING COUNCIL, INC.
11 West 42nd Street, New York 18, N. Y.

I want to help.

I know that higher wages, lower prices, shorter hours and larger earnings can all result from producing more goods for every hour all of us work.

Therefore, I will ask myself how I can work more effectively every hour I am on the job, whether I am an employee, an employer, a professional man or a farmer.

I will encourage those things which help us produce more and add to everyone's prosperity—things like greater use of mechanical power, better machines, better distribution and better collective bargaining.

I will boost the good things in our set-up, and help to get rid of the bad.

I will try to learn all I can about why it is that Americans have more of the good things in life.

Please send me your free booklet, "The Miracle of America," which explains clearly and simply, how a still better living can be had for all, if we all work together.

Name _____

Address _____

Occupation _____

PICTURES TO THE EDITORS

ART AND IMPULSE

Sirs:

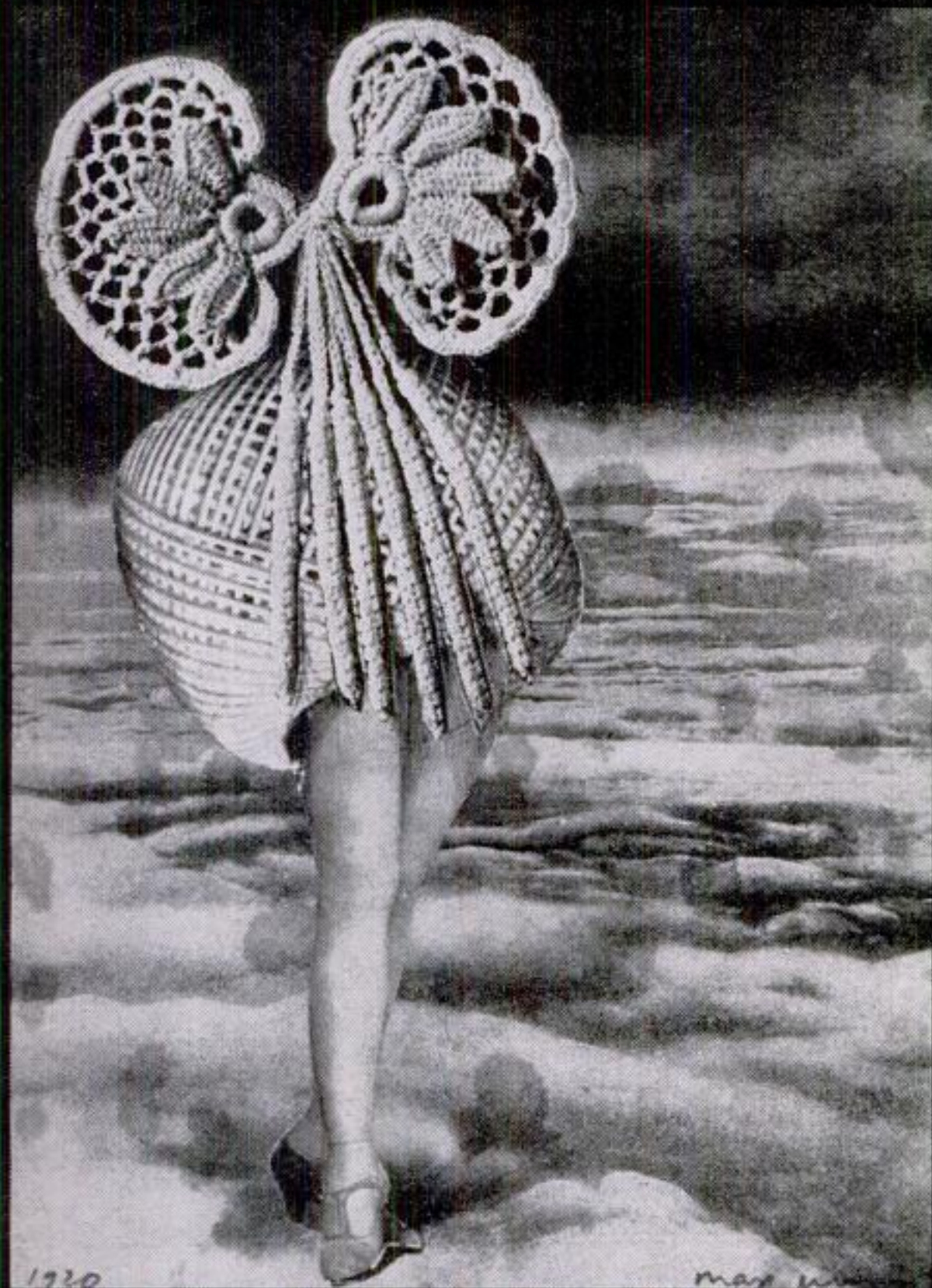
Recently I visited the New York Museum of Modern Art's exhibition of collages (paste-ups) which the museum and critics consider "a force in modern art." Collage is also considered important as "a spontaneous release of creative impulse." With shears, paste and

a few copies of LIFE I have been spontaneously releasing such impulses for years and attach samples. Is it art?

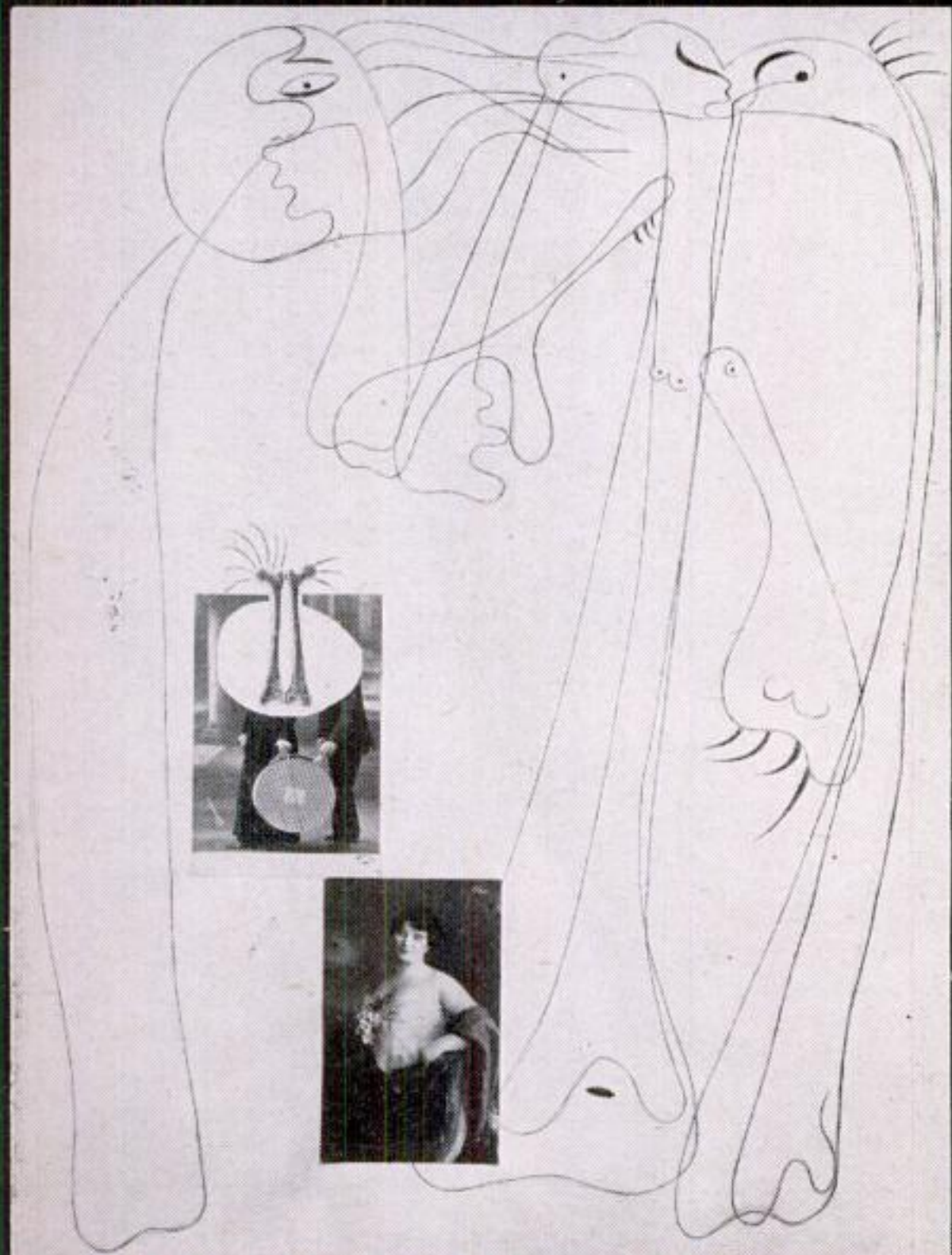
FRANK STOCKMAN
New York, N.Y.

● LIFE's readers may judge for themselves. Two of the Modern Museum collages appear below, Mr. Stockman's on the next page.—ED.

COLLAGES AT MODERN MUSEUM



MAX ERNST COLLAGE IS FULL OF CLOUDS, LEGS AND STRING



JOAN MIRO COLLAGE HAS POSTCARDS, SHMOOLIKE DRAWINGS

LITTLE LULU



Little Lulu says... Compare tissues—compare boxes—and you'll see why Kleenex* is America's favorite tissue. With Kleenex, you pull just one double tissue at a time—and up pops another!

© International Cellucotton Products Co.

*T. M. Reg. U. S. Pat. Off.



BUTTON YOUR SHOE for elegance when he takes you out to a table for two. Creston, by Paradise, whittles your toe to a whisper, adds the slimming swirl of two straps and the grace of a Louis heel. In suede or calf—all colors. \$14.95.

Paradise Shoes

BRAUER BROS. SHOE CO., ST. LOUIS 8, MO. • WRITE FOR NAME OF NEAREST DEALER

CONTINUED ON NEXT PAGE

DEMUTH

Absorbent Filter Pipes

The ONLY FINE PIPES with this Absorbent, Changeable Filter



Changeable, absorbent filter reduces nicotine, tars, flakes, juices; improves tobacco aroma; cools and cleanses the smoke. Change filter when discolored. Box of 25 refills with each pipe.

IMPORTED BRIAR ROOT

DEMUTH GOLD DOT

Handcrafted pipes with rare natural grain in virgin color. Hand-rubbed finish. 14K gold band. 30 shapes. With pipe bag and gift box.



\$10

DEMUTH ARISTOCRAT

Beautiful light mahogany finish. Convenient Shur-lock screw mouthpiece insures tight, perfect fit. 30 shapes. In handsome gift box.



\$5

ROYAL DEMUTH

Smooth or finely etched pipes in mahogany or walnut finish. Fine rubber or Ambria mouthpieces. 42 shapes. Handsome gift box.



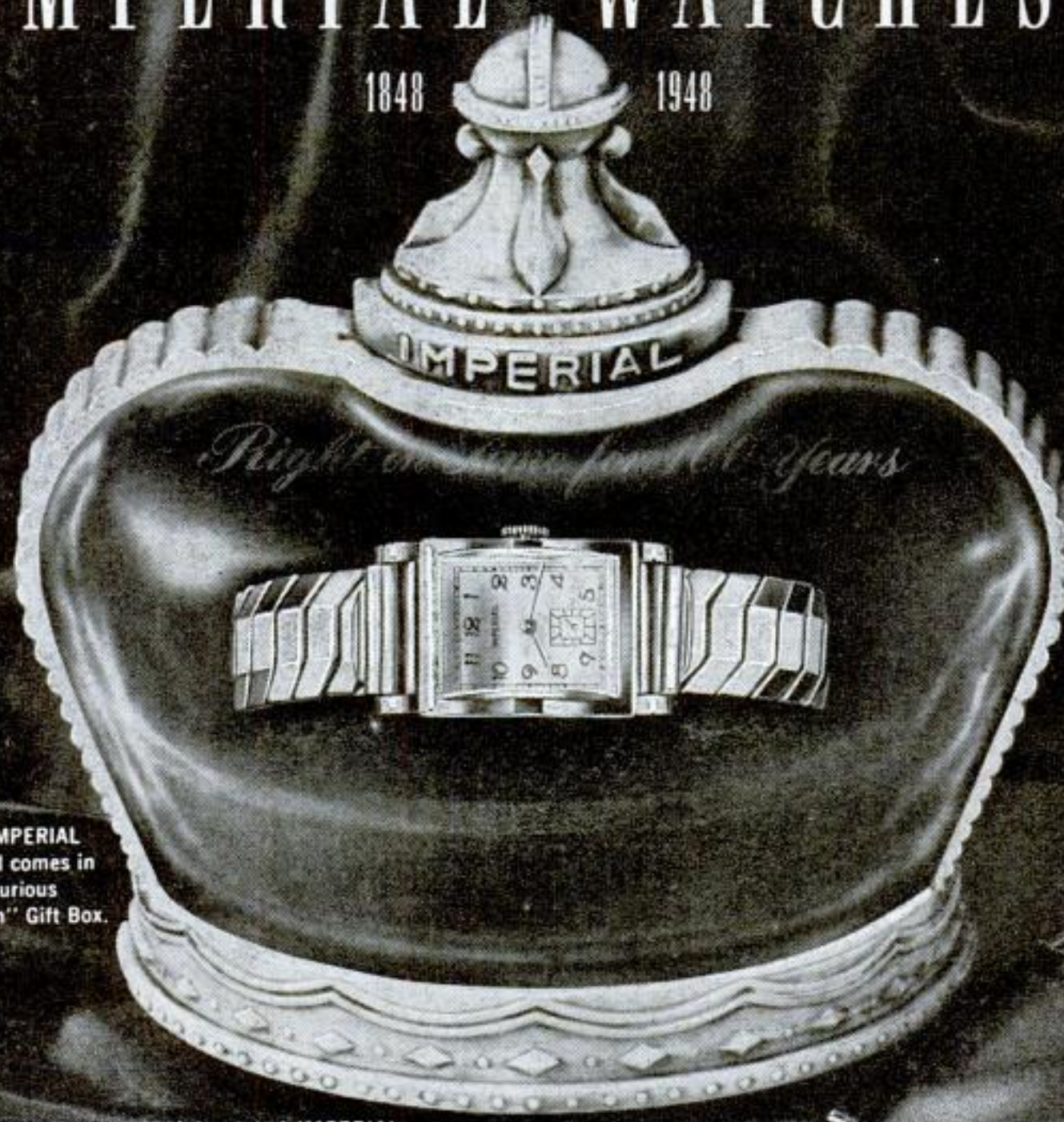
\$3.50

WRITE FOR NEW STYLE BOOKLET. WM. DEMUTH & CO., INC., NEW YORK 22

Right on time for 100 Years IMPERIAL WATCHES

1848

1948



Each IMPERIAL WATCH comes in the luxurious "Crown" Gift Box.

Behind today's smartly styled IMPERIAL WATCHES stands a solid century of precision-craftsmanship and accurate time-keeping.

From \$24.75 to \$175.00

\$100 REWARD for oldest Imperial Watch in existence. See your Imperial jeweler for details.
IMPERIAL WATCH CO. Imperial Watch Building, New York

PICTURES TO THE EDITORS

CONTINUED

COLLAGES BY STOCKMAN



UNLIKELY CYCLIST was made by pasting picture of Netherlands' Wilhelmina (LIFE, Aug. 16) on a cable-strewn landscape (LIFE, July 5).



UNEXPECTED MODEL materialized when head of John L. Lewis was placed between hands of Designer Frederics (LIFE, Sept. 9, 1946).



UNORTHODOX PLAYER appeared when thinly clad "Activation-ist" (LIFE, Aug. 16) was placed in path of runners (LIFE, Nov. 3, 1947).



...it's always
a pleasure

I.W. Harper



Distilled before the war and bottled in bond
under the supervision of the U. S. Government.

precious pre-war bottled in bond

I.W. HARPER

the gold medal whiskey

since 1872



KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. BERNHEIM DISTILLING COMPANY, INC., LOUISVILLE, KENTUCKY



LION ON THE LOOSE!

Zoo Curator
Clyde Gordon
finds **EXPERIENCE**
IS THE BEST TEACHER
—in handling "big cats"
...and in choosing
a cigarette, too!

WHILE MOVING TWO LIONS INTO A NEW CAGE AT THE ZOO...

FAWSANA'S ON HER WAY
— BUT IT LOOKS LIKE
TROUBLE WITH SULTANA!

BE CAREFUL!
I'VE LEARNED FROM
EXPERIENCE—LIONS RAISED IN
CAPTIVITY CAN BE MORE DANGEROUS
THAN JUNGLE BORN!

WITH A
SUDDEN
ROAR...

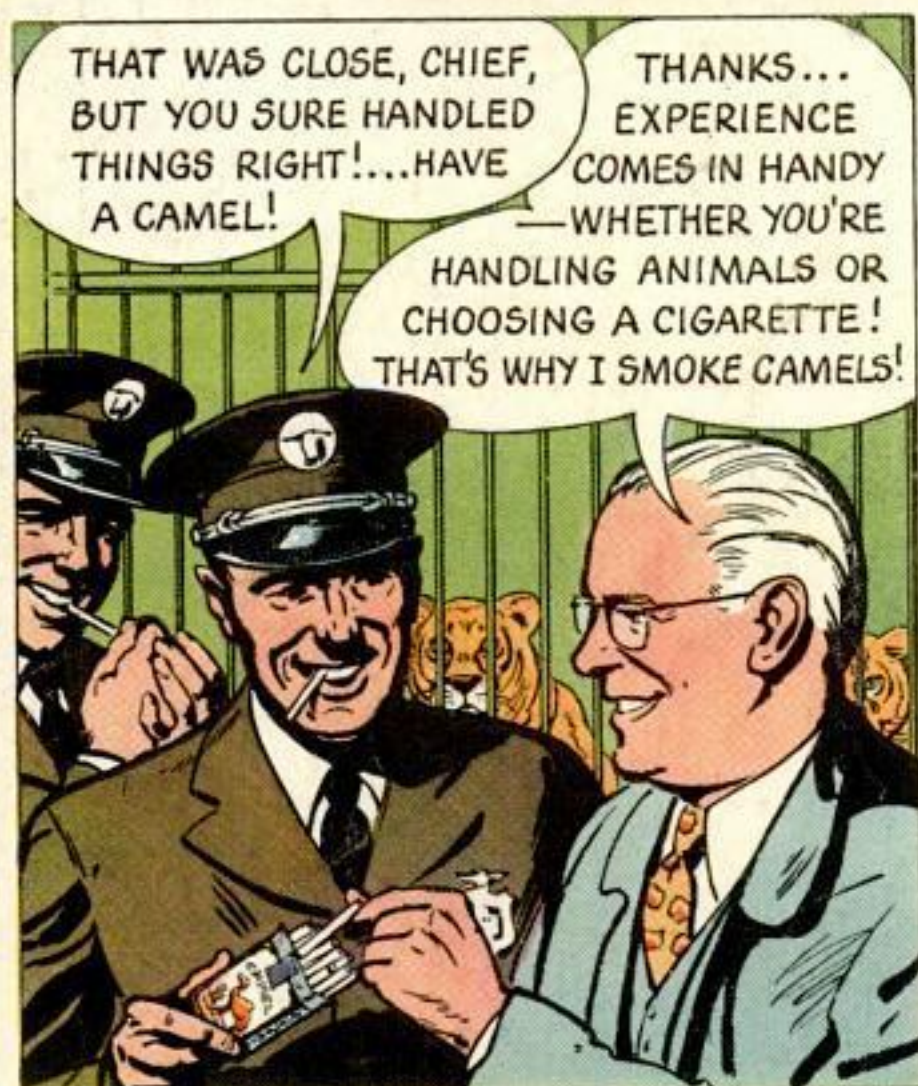
SULTANA LEAPS THROUGH
THE CAGE DOOR—CRASHES THROUGH THE RUNWAY FENCE!



EXPERIENCE IS THE BEST TEACHER*
LONG EXPERIENCE HAS TAUGHT CLYDE GORDON NEVER TO SHOW FEAR TO AN ANIMAL. HE STANDS HIS GROUND... SPEAKING SOFTLY, INSISTENTLY... WHILE DIVERTING HER ATTENTION WITH BROOM HANDLE.



*TRUE, TOO, IN CHOOSING A CIGARETTE! WITH SMOKER AFTER SMOKER WHO TRIED AND COMPARED—CAMELS ARE THE "CHOICE OF EXPERIENCE"!



Let your "T-Zone" tell you why!



T for Taste...
T for Throat
...that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

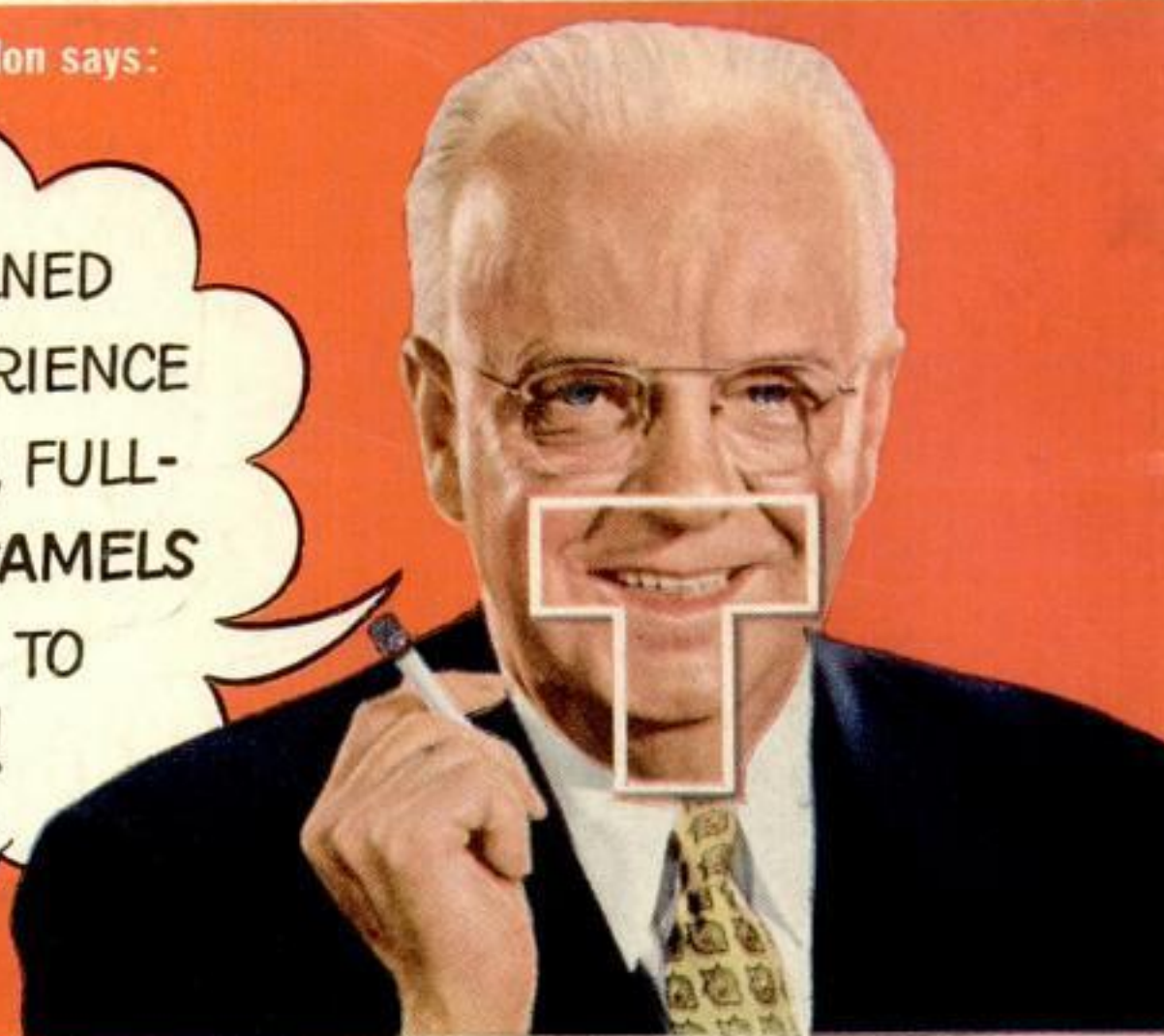


Zoo Curator Clyde Gordon says:

I'VE LEARNED FROM EXPERIENCE THAT MILD, FULL-FLAVORED CAMELS SUIT ME TO A 'T'!

Clyde Gordon

General Curator and Director
Staten Island Zoo



According to a Nationwide survey:
**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE**

When 113,597 doctors were asked by three independent research organizations to name the cigarette they smoked, more doctors named Camel than any other brand!

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CAMELS—the Choice of Experience!